



1100 Church Lane, Easton, PA • 18044-431 • (610) 253-6271 • www.crayola.com

FACT SHEET

Company History

- Started in 1885
- Named for founders Edwin Binney and C. Harold Smith
- Changed its name in 2007

Crayons

- Began making crayons in 1903
- First came in a box of eight which sold for a nickel
- Produced its 100th billionth crayon in 1996
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Crayola Experience

- Locations in Easton, Pa., Orlando, Fla. and Minneapolis, Minn.
- Has 25+ exhibits
- First location opened in 1996
- All attractions comply with ADA regulations

Production

- All products made in North America
- Has three manufacturing plants: two in Pennsylvania, one in Mexico
- Makes three billion crayons a year
- The Easton manufacturing plant produces 650 crayons per minute

Green Efforts

- All markers and crayons made with solar power since 2013
- Company solar farm in Forks Township, Pa. has 30,00 solar panels on 20 acres
- Generates enough power for a billion crayons and 500 million markers a year
- Markers made from recycled plastic
- Recyclable through the ColorCycle program

Company Leaders

- Current Crayola Officers: Smith Holland, Michelle Powers, Peter S. Ruggiero, Chuck Linden, Kip Olmstead, and Rick Stringer
- Smith Holland, President and Chief Executive Officer since September 2015