



## Social & Environmental Responsibility at Crayola

**At Crayola,** we believe being “responsible” means doing what is right. It is being a good citizen in the communities and countries where we operate and our products are found. It means incorporating social and environmental priorities and practices into our Crayola brand, our products and our relationships with customers, vendors, consumers and employees. ❖ Every day we learn more and work to apply best practices to improve our company, our Crayola products and the environment. We take these issues and challenges very seriously. We work hard to make a difference by complying with—and even exceeding—industry standards and our own sustainability goals. ❖ As we continue to work to become a better company with the help of our partners, we will build our strategy around three key tenets of responsibility:

### Ensuring the best product safety & quality ❖ Being a good corporate citizen Implementing strong environmental practices

#### Ensuring the best product safety & quality

Providing our consumers with safe, high-quality and age-appropriate products is a top priority at Crayola. Since our brand's beginning in 1903, we've ensured our products are non-toxic and safe. We value the trust that parents, teachers, and children have in Crayola products.

As the leading brand of children's art materials, we have always taken a leadership role in product safety. Crayola adheres to all government and industry safety standards. Our Quality Assurance team continuously works to ensure our raw materials and finished products are safe for consumers and comply with government directives and voluntary standards.

Every day we work to continually earn consumers' trust by creating the best quality products that are safe for all to use.

#### Being a good corporate citizen

Crayola headquarters, manufacturing facilities and sales offices are located in communities where our employees and their families live, work and play. We believe it's important to support and invest in those areas by being a good corporate citizen and taking actions that help to create a vibrant community and a stable business climate.

We provide monetary and product donations to our local communities and organizations in need, focusing primarily on the arts, health, education and welfare.

In addition, hundreds of our employees give their time and talent, providing thousands of volunteer hours every year to local non-profit boards and civic organizations, as well as at community events and activities.

We believe it's important to give back to our communities and we strive to make the world a better place to live.

#### Implementing strong environmental practices

As the market leader in children's creative expression products, Crayola believes it's especially important to ensure today's kids have a healthy environment for their creative tomorrows. That means incorporating social and environmental priorities and practices into our Crayola products and relationships with consumers, customers, vendors and employees.

To fulfill our evolving “green” mission, Crayola continues to:

- ❖ Be environmentally responsible and minimize our environmental footprint.
- ❖ Set and achieve environmental goals.
- ❖ Measure and monitor our performance for each environmental project.
- ❖ Encourage our customers, suppliers and employees to integrate sustainability into their work processes and set the standard for responsible environmental stewardship.
- ❖ Increase our efficiencies and be economically successful while caring for the environment.

Over the years, our efforts have consistently reduced waste and minimized impact on the environment in Crayola facilities around the world. We comply with local, state and national environmental legislation and adopt responsible environmental practices within the company and among our employees.

