



# Colorful Moments in Time

1900

**From Paints to Pencils**  
The company begins producing slate school pencils at its newly opened mill in Easton, PA.

1913

**Not Just for Kids**  
Crayola Rubens drawing crayons are introduced for art students.

1920s

**Waxing Artistic**  
Perma Pressed sharpenable fine art crayons and Artista® brand paints are added to the growing product line.

1948

**Teaching Teachers**  
To help art teachers learn about the many ways to use the growing number of Crayola products, a teacher workshop program begins to offer in-school training across the country. It continues today.

1958

**64 Brilliant Colors**  
The Crayola 64 Box with its signature built-in sharpener debuts, becoming the perennial favorite of Crayola colorers for more than 64 years.

**Listening to Teachers**

Prussian blue, the first Crayola crayon color to get a new name, becomes "midnight blue." Teachers prompted the change, as children could no longer relate to Prussian history.

1984

**When You Care Enough**  
The Crayola brand becomes part of Hallmark Cards, Inc. of Kansas City, MO, the world's leader in social expression.  
**Dream On**  
Celebrating its commitment to bringing visual arts to all subject areas in the classroom, the Crayola Dream-Makers® program is launched in schools across the country. As a result, Binney & Smith owns one of the world's largest collections of children's artwork.



1990s

1993

**90 Years and Counting**  
For the first time, consumers are invited to name 16 new Crayola crayon colors in honor of the Crayola brand's 90th birthday. Purple mountains' majesty, razzmatazz, timberwolf, cerise, and shamrock headline a list of colorful and creative names.

1998

**A Classic Turns 40**  
The Crayola 64 box is reintroduced in its original packaging, complete with built-in sharpener. A 1958 Crayola 64 box becomes part of the Smithsonian Institution's National Museum of American History.

1997

**True Blue Heroes**  
New crayon colors are issued commemorating eight true blue heroes nominated by kids. The new colors include: outer space, mountain meadow, fuzzy wuzzy, brink pink, shadow, banana mania, torch red, and purple heart.

1999

**What's in a Name?**  
For only the third time in Crayola history a crayon is renamed. Indian red becomes "chestnut."

2000-2003



2000

**Stand Up and Be Counted!**  
The Crayola Color Census, the first online poll of consumers' favorite Crayola Colors, is launched. Blue ranks #1 and six shades of blue – cerulean, midnight blue, aquamarine, periwinkle, denim, and blizzard blue – finish in the top 10.

**House Beautiful**

Mess-free art makes parents happy! Color Wonder®, a brand new coloring and drawing technology, is launched. Colorless ink inside Color Wonder Markers pops into living color only on special paper – not walls, skin, or clothing.



1996

**A Beautiful Day in the Neighborhood**  
Fred Rogers of "Mister Rogers' Neighborhood" molds the 100 billionth Crayola crayon, named "blue ribbon."

**Colorful Characters**

The Crayola FACTORY® family discovery center opens in Easton, PA, with the Crayola Color Jam parade – the largest gathering of people with color in their names.



1992

**Color Your World**  
Crayola multicultural crayons, an assortment of skin-tone based colors that let children more accurately color themselves, are introduced.

**Now You See It, Now You Don't**  
Crayola brings washability, an all-new innovation to crayons, with the first crayons that wash off walls.



1978

**Making a Mark**  
The first box of Crayola markers is introduced with 8 bright, bold colors.

1977

**Silly Putty**  
Binney & Smith acquires the rights to Silly Putty®, the toy classic that bounces like rubber and stretches like taffy.



1936

**Safety First**  
Binney & Smith becomes a founding member of the Crayon, Watercolor and Craft Institute – today known as the Art & Creative Materials Institute – to promote product safety in art materials.



1962

**Name Change**  
The company renames the flesh crayon "peach" to recognize that not everyone's skin color is the same.



2002

**New Life for Leftolals**  
Kids can now melt down old crayons and make new ones with the Crayola Crayon Maker. Named Best Toy of the Year by Child Magazine.

**Colors of Baltimore, MD, and District of Columbia**

The first Crayola colors named for a region of the United States.

**Do the Twist**

No more sharpening, no more peeling. Crayola Twistables® let kids turn up more color when the tips wear down.

**Surprising Surfaces**

Windows and mirrors become a new canvas for kids' creativity with Window FX Markers.



2004

**United We Stand**  
For the first time in history, all the states in the union are represented by a Crayola crayon color. More than 25,000 Crayola consumers nominated an existing Crayola color and gave it a new state name.



2004-2006

2003

**Happy 100th Birthday**  
The Crayola brand celebrates 100 years of making the world a more colorful place for children. Named by crayon fans, four new colors were introduced – inchworm, mango tango, wild blue yonder, and jazzberry jam.

**Bidding Adieu to Four Hues**

To make room for these new shades, some old favorites get pink slips! Farewell to blizzard blue, magic mint, mulberry, and teal blue. Burnt sienna gets to stay in the box, thanks to more than 60,000 crayon aficionados who voted to "save the shade." The newly-retired shades join eight other veterans including blue gray, raw umber, lemon yellow, and maize in our Crayola Centennial Tins.

**A Hearty Party**

Kids across the country got to join in the 100th Birthday celebration when the Crayola ART-rageous Adventure Tour took to the highways and brought the birthday party to cities across the country.

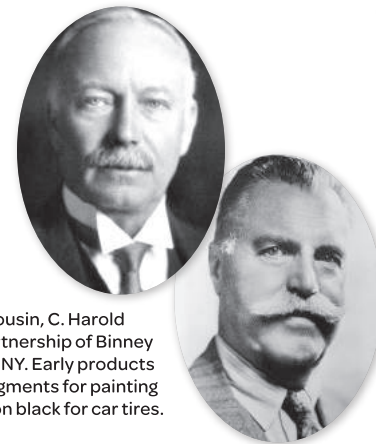
**One for the Books**

In celebration of our 100th birthday, a giant Crayola crayon was unveiled at our party in Easton, PA, on Oct. 11. The crayon, including the base holding it, weighed 1,166 lbs. It was 15 feet high, 16 inches wide, and America's favorite color – blue.



1885

**In the Beginning**  
Edwin Binney and cousin, C. Harold Smith, begin the partnership of Binney & Smith in Peekskill, NY. Early products include red oxide pigments for painting red barns and carbon black for car tires.



1885-1920s

1930-1980s

1990s

2000-2003

2004-2006





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**2005**  
**Erase It!**  
A national survey commissioned by Crayola reveals that if kids could erase a problem from the world, it would be violence. Crayola donates \$100,000 to Students Against Violence Everywhere (SAVE) to support anti-violence education programs.



**2008**  
**What's Hot, What's Not**  
Eight new Kids' Choice Colors are introduced in a collection of Crayola crayon, marker and colored pencil 64 ct. boxes based on what kids predict will be the hot, on-trend colors for '08. Each color has a name and story that speaks to what's important to kids.  
**We're Havin' a Party!**  
Crayola celebrates the 50<sup>th</sup> Birthday of its famous 64 ct. crayon box.



**2006**  
**Kids Color Their World**  
Crayola Outdoor offers five new creative activity toys to let kids create BIG art outside – the Color Cyclone, Grand Canvas, Super Brush®, Chalk 'n Roll®, and Chalk Stomperz®.



**2013**  
**Small Box, Big Milestone**  
Crayola celebrates 110 years of manufacturing crayons with the anniversary of the 8 ct. box.  
**Farewell to The Crayola Factory**  
The downtown Easton, PA, destination is completely re-imagined, renovated and reopened as the Crayola Experience® with record-setting attendance.  
**DIY Desires**  
A new maker product line begins – the Crayola Marker Maker and Melt 'n Mold Factory are introduced for Holiday.



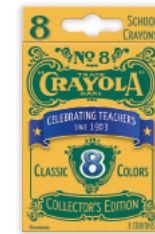
**2015**  
**Bringing Color to Life**  
Crayola Color Alive® brings kids' coloring books to life on their digital devices using augmented reality.  
**Time to Relax**  
Color Escapes, an adult coloring line, allows consumers of all ages to relax and de-stress through art.



**2019**  
**Say It Boldly**  
Crayola Take Note® – a new line of Erasable Highlighters, Gel Pens, Permanent Markers, and Dry Erase Markers offer colorful, bold school supplies designed specifically for students in high school, college, and beyond.



**2020**  
**Scribble, Scrub, and Scribble Again!**  
Crayola Scribble Scrubbie® pets allow kids to play, color, wash, and color again with Crayola washable markers!  
**Advancing Inclusion Through Creativity**  
Colors of the World® includes 24 specially formulated colors to reflect global skin tones.



**2018**  
**Happy 115<sup>th</sup> Birthday**  
To celebrate our birthday and honor our long partnership with educators, Crayola thanked teachers and encouraged kids to do the same. Crayolians visited over 300 schools and delivered special crayon boxes and thank you notes to teachers.

2007-2010

2011-2016

2016-Present

**2007**  
**Binney & Smith forms Crayola LLC**  
On January 1, 2007, Binney & Smith formed Crayola LLC, reflecting the company's No. 1 brand. The Crayola name has 99% recognition among U.S. households.



**2011**  
**Solar Power**  
The Crayola Solar Farm includes more than 30,000 solar panels producing 3 megawatts of electricity. This is enough electricity to produce 1 billion crayons and 700 million markers per year.  
**May 4, 2011**  
Edwin Binney is inducted into the National Inventors Hall of Fame, in recognition for his invention of an apparatus for the manufacture of carbon black. He received a patent for this invention on May 26, 1891.



**2012**  
**Cool Tools for Virtual Play**  
Crayola ventures into the digital world with DigiTools®, creative accessories for the iPad.  
**Edwin's Garden**  
Located on Crayola property, this garden was dedicated by Sally Putnam-Chapman, co-founder Edwin Binney's great-granddaughter. Tended by employee volunteers, the garden's yield is donated to local nonprofits to feed families in need.



**2014**  
**30 Years Together**  
Crayola and Hallmark celebrate 30 years of working together to help families express their creativity and make meaningful connections.  
**Superior Washability**  
Crayola introduces Ultra-Clean Washable® markers. They wash easily from skin, clothing, and painted walls!  
**#1 with Parents!**  
Crayola ranks #1 with parents for the 6<sup>th</sup> straight year in Smarty Pants' Young Love study.



**2016**  
**Airbrush Like a Pro**  
Kids can unleash their creativity on any surface with the electric-powered Crayola Air Marker Sprayer, winner of Family Fun magazine's Toy of the Year Award.  
**Creativity is Cool**  
Crayola introduces Art with Edge®, the brand's first-ever line of coloring books for tweens and teens.



**2017**  
**Bon Voyage, Dandelion. Hello Bluetiful.**  
Crayola retires Dandelion to make room for a new blue crayon in the iconic 24 ct. crayon box.  
Crayola fans suggest names for the new blue and vote for their favorite from the top five names – dreams come blue, reach for the stars, blue moon bliss, bluetiful, and star spangled blue. Bluetiful wins and joins our colorful cast of characters!



**2021**  
**Spread the Love!**  
Crayola introduces Colors of Kindness, with words of kindness printed on each crayon.



**2010**  
**Welcome Young Artists**  
The Crayola Beginnings® line offers art tools for babies and toddlers to make their first scribbles.