1885 - In the Beginning

Crayola is born and quickly becomes a popular classroom art tool. Edwin Binney and his sister Ida Johnson Smith would eventually turn it into a business.

1890's - Crayola Breaks a Record

Crayola is the first company to sell a wide variety of colors and begins to focus on developing a broad range of colors.

1900 - From Paints to Pencils

Crayola introduces a new type of pencil that will eventually become the standard for all colored pencils.

1910's - Not Just for Kids

Crayola makes its first box of 8 colors available to children.

1920's - Dust Buster

Crayola introduces the Dust Buster, a new type of no-smudge crayon that becomes a hit.

1930-1950's

Crayola releases a range of new products, including the first washable crayons and a new type of marker.

1950's - Safety First

Crayola introduces safety features to its products to make them safer for children.

1960's - Melting Pot

Crayola introduces a new line of crayons featuring colors inspired by African American culture.

1970's - True Blue Heroes

Crayola introduces a line of crayons featuring colors that represent different careers.

1980's - A Classic Turns 40

Crayola celebrates the 40th anniversary of its first box of 8 colors.

1990's - Eight Hues Retire

Crayola retires 8 of its most popular colors, including lemon yellow, blue gray, raw umber, and violet blue.

2000-2003

Crayola celebrates its 100th anniversary with a range of new products and events.

2002 - Happy 100th Birthday

Crayola celebrates its 100th anniversary with a range of new products and events.

2003 - Happy 100th Birthday

Crayola celebrates its 100th anniversary with a range of new products and events.

2003 - Happy 100th Birthday

Crayola celebrates its 100th anniversary with a range of new products and events.

2003 - Happy 100th Birthday

Crayola celebrates its 100th anniversary with a range of new products and events.

2003 - Happy 100th Birthday

Crayola celebrates its 100th anniversary with a range of new products and events.

2003 - Happy 100th Birthday

Crayola celebrates its 100th anniversary with a range of new products and events.

2003 - Happy 100th Birthday

Crayola celebrates its 100th anniversary with a range of new products and events.

2003 - Happy 100th Birthday

Crayola celebrates its 100th anniversary with a range of new products and events.

2003 - Happy 100th Birthday

Crayola celebrates its 100th anniversary with a range of new products and events.

2003 - Happy 100th Birthday

Crayola celebrates its 100th anniversary with a range of new products and events.
Colorful Moments in Time

2004 - United We Stand, Under One Rainbow!
For the first time, the states in the union are represented by a Crayola crayon color. More than 25,000 Crayola constituents nationwide nominated an existing Crayola color and gave it a new state name. On October 26, 2004, New York City Mayor Michael Bloomberg conducted an official "swearing in" of the 50 Crayola State Crayons at an inauguration ceremony in the city. The inaugural Crayola crayon colors served a term in the Crayola 64 Box.

2005 - Crayola Becomes Crayola LLC
On January 1, 2005, Binney & Smith becomes Crayola LLC, reflecting the company's No. 1 brand and its fast-forward, innovative direction. The Crayola name has 99% recognition among U.S. households.

2006 - Outdoor Toys让 Kids Color Their World
Crayola redraws the boundaries of creativity when its new outdoor colors debut in the retail marketplace. Color Escapes includes five new creative activity toys: the Color Cyclone, Grand Canvas, Super Brush®, Chalk 'n Roll®, and Chalk Stomperz – that let kids create BIG art in the great outdoors.

2008 - What's Hot, What's Not
Eight new Kids' Choice Colors are introduced in a collection of Crayola crayon, marker and colored pencil. 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.

2009 - Crayola Launches ColorCycle
Students in 1,000 schools across the continental United States and parts of Canada collected used markers and sent them to a facility to be converted into energy. Crayola introduced the Crayola Marker Maker and Melt 'n Mold Factory™ for Holiday.

2011 - Crayola Experience™
Crayola Experience™ is completely renovated and reopens with record setting attendance! Crayola Launches ColorCycle
Students in K-12 schools across the continental United States and parts of Canada collected used markers and sent them to a facility to be converted into energy. Crayola introduces the Crayola Marker Maker and Melt 'n Mold Factory™ for Holiday.

2013 - Crayola celebrates 110 years of manufacturing crayons with the anniversary of the 8 count box.

2015 - Crayola and Hallmark celebrates 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 Moms!
Crayola ranks #1 with moms for the 6th year in a row in Smarty Pants' Young Love study.

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

2007 - Binney & Smith becomes Crayola LLC
On January 1, 2007, Binney & Smith becomes Crayola LLC, reflecting the company’s No. 1 brand and its fast-forward, innovative direction. The Crayola name has 99% recognition among U.S. households.

2008 - Color Escapes, an adult coloring line, allows kids of all ages to relax and de-stress through art.

2011 - Crayola begins to color their world
Crayola redraws the boundaries of creativity when its new outdoor colors debut in the retail marketplace. Color Escapes includes five new creative activity toys: the Color Cyclone, Grand Canvas, Super Brush®, Chalk ‘n Roll®, and Chalk Stomperz – that let kids create BIG art in the great outdoors.

2013 - Crayola celebrates 110 years of manufacturing crayons with the anniversary of the 8 count box.

2015 - Crayola and Hallmark celebrates 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 Moms!
Crayola ranks #1 with moms for the 6th year in a row in Smarty Pants’ Young Love study.