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Crayola Take Note! Fact Sheet

Take Note! Washable Gel Pens, Erasable Highlighters



Crayola is excited to introduce Take Note! – a brand new suite of innovative writing tools designed to make colorful marks - just in time for back to school. Using color for note taking is proven to aid in memory retention and can be helpful for organizing tasks. The Washable Gel Pens feature a quick-dry formula for rich, vibrant color that is streak-free and the Erasable Highlighters' bright colors will make a bold statement on homework and projects alike. Capture your thoughts, notes and doodles with Crayola Take Note!

Crayola Take Note! Washable Gel Pens: Young writers will be more prepared for school than ever with Crayola Take Note! Washable Gel Pens. Each ergonomic, cushioned-gripped pen features colored gel ink that easily washes off hands and clothes. Create colorful outputs with the washability you expect from Crayola. Perfect for taking notes, art projects and organizing documents by color.

Crayola Take Note! Erasable Highlighters: With Crayola Take Note! Erasable Highlighters, tweens and teens can highlight and underline with bright colors and magically erase as needed. With six vibrant colors, students can easily highlight and underline important notes without damaging books or documents. The Crayola Take Note! Erasable Highlighters have bright colors on one end and clear ink tips on the other end for quick and easy erasing.

- **BENEFITS**
 - **Memory and Organization:** Using color for note taking is proven to aid in memory retention, helpful for organization and making tasks more enjoyable. Take Note! is the perfect line of writing tools to help kids stay on track

- **Quick Dry Formula:** Take Note! Washable Gel Pens feature a quick-dry formula for rich, vibrant color that is streak-free
 - **Vibrant Colors Make a Bold Statement:** Take Note! Erasable Highlighters' bright colors will make a bold statement on homework and projects alike.
 - **Easy Erasing:** Take Note! Erasable Highlighters have bright colors on one end and clear ink tips on the other end for quick and easy erasing
- **TARGET AUDIENCE**
 - Recommended for ages six and up
- **WHERE TO BUY**
 - Suggested Retail Price: \$6.99 - \$12.99
 - Available at Crayola.com and retailers nationwide
- **ABOUT CRAYOLA**

Crayola LLC, based in Easton, Pa. and a subsidiary of Hallmark Cards, Incorporated, is the worldwide leader in children's creative expression products. Known for the iconic Crayola Crayon first introduced in 1903, the Crayola brand has grown into a portfolio of innovative art tools, crafting activities and creativity toys that offer children innovative new ways to use color to create everything imaginable. Consumers can find the wide array of Crayola products in the "Crayola Aisle" at all major retailers. For more information visit www.crayola.com or join the community at www.facebook.com/crayola.