



BEST in CLASS

QUALITY and VALUE

**Insights and experiments
to draw your own conclusions!**



- 2..... Value
- 3..... Crayola Color Expertise
- 4 & 5..... Crayons
- 6 & 7..... Markers
- 8 & 9..... Colored Pencils

- 10 & 11..... Dry-Erase
- 12..... Watercolor
- 13..... Specialty Art Supplies
- 14 & 15..... ColorCycle and Sustainability
- 16..... Crayola Commitment

Crayola® offers incredible value for teachers and is driven by a core set of values.

We Value:

...safety. Every child deserves the best quality and safest products regardless of what country they live in! We follow the most stringent safety requirements around the world. We test with world-class, cutting edge equipment and always look for new best practices to test products. We make significant investments in testing equipment and procedures that allow an increased test frequency and confidence.

...our partnership with educators. Beginning 110 years ago, the first Crayola products were specially designed for schools. The founder's wife, Alice Binney, was a school teacher who inspired the company to introduce crayons.

...children's original thoughts. Crayola believes in the power of art-integrated education. Art improves student engagement and provides hands-on learning to build creativity and critical thinking skills.

...your loyalty. We know you have choices and are looking for the best value your money can buy. Thank you for valuing Crayola best-in-class quality.



2 Crayola - Best in Class



Value \ˈval-yü\ noun
the amount something is worth; usefulness or measure of importance

Value is more than price. Teachers know that Crayola products are a true value—a reasonable price for school supplies that are long lasting, durable and provide consistently vibrant colors.

Knowing that you value high quality supplies to help build children's creativity, critical thinking, visual communication and collaboration skills—we deliver the best-in-class quality.

Crayola: World Class Color Expertise

Renowned for color expertise, Crayola assures there is consistent color with optimal vibrancy and variety in our products.

You can trust that the color in a Crayola crayon is consistent from batch-to-batch and year-to-year.

Scientists and quality experts monitor color positions with a spectrophotometer, a sophisticated instrument used to measure the intensity of wavelengths in a spectrum of light. Crayola crayonologists also have the advantage of using sophisticated, portable scanners to assess pigment and component quality, safety and consistency.

Crayola Crayon Colors



DRAW YOUR OWN CONCLUSIONS:

COLOR TEST

COLOR VARIETY: Crayola provides 152 unique crayon colors—the best range available from any crayon manufacturer. Ask students to hypothesize which colors are in various size assortments and to check their predictions by recording what they find in various boxes.

WHAT IS COLOR? When we see color, we are actually seeing the light transmitted by, or reflected off, the things around us. Our eyes are able to see different colors since each color has a unique wavelength within a specific visible range. Use Crayola.com/educators to find information on color, light rays containing color and the role of light in reflecting colors.

Value/Color Expertise 3



Crayola® crayons last 35% longer!

Each crayon could cover 6 more pages.*

DRAW YOUR OWN CONCLUSIONS:

CRAYON TEST

Use these experiments as a hands-on way for students to apply the scientific inquiry process. They can state a hypothesis or prediction, then conduct the experiment, gather and read the data and analyze results. Ask students what their data and interpretations mean. Watch their curiosity and critical thinking skills blossom.

SAFETY: Locate the "Approved Product" (AP) seal on the box and ask students to research what that seal means and how the "Arts & Creative Materials Institute" (ACMI) certifies art materials safety.

MORE CRAYON MEANS MORE VALUE: Students can assess the size of new crayons by lining them up end-to-end, measuring length, and performing the "bridge test" (shown) to compare diameters of different brands. Ask students first to predict if they are all the same diameter. In the "bridge test," if one brand rolls freely underneath a bridge of three competing crayons, it has a smaller diameter. A smaller diameter in crayons of equal length means less crayon—so less coloring.

What Makes a Great Crayon?



TRUE, CONSISTENT COLOR

Great crayons provide intense colors and true hues, box after box. The colors lay down smoothly and blend easily without smudging. Crayola uses vibrant pigments and mixes them thoroughly so you get perfect color every stroke, every time, with no streaks.

COVERAGE AND LAYDOWN

Crayola crayons glide smoothly across the paper, with no drag, no piling (uneven build-up) or sloughing (self-erasing as it layers). Great crayons provide even laydown of color with no scratching or streaking and minimal flaking.



STRENGTH

Crayola crayons are resistant to breaking and bending under normal use. To increase the durability and strength, Crayola crayons are double wrapped. Specially trained crayonologists inspect Crayola crayons to be sure they are top quality.

*With tip-to-toe use, each standard Crayola crayon could cover 6 more pages than brands R and Z.



Note: As students research the ACMI they'll find that Crayola was a founding member of this 70-year-old international association that is dedicated to art materials safety. Their research will explain that Crayola art supplies are non-toxic even if ingested and are independently certified to contain no materials in sufficient quantities to be harmful to humans, or to cause acute or chronic health problems.



Crayola® markers are preferred by teachers. They are:



- long-lasting and provide brilliant, intense colors with incredible color variety
- made with a special reservoir and nib system that allows ink to flow smoothly
- versatile with tips that write at any angle for various line widths

NEW Crayola Ultra-Clean Washable Markers

Brilliantly Colorful. Brilliantly Washable.

A whole new level of color and clean.

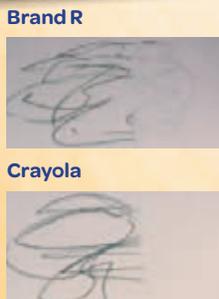
Washes clean from... **Clothing** In one cold wash.

and NOW... **Walls!**

Hands

The true washable marker!

It's remarkable how well Crayola Ultra-Clean Washable Markers wash off most painted walls...



... and most desks

With NEW Crayola Ultra-Clean Washable Markers, the color washes easily from common classroom desks*.



*Crayola Ultra-Clean Washable Markers clean off non-porous laminate surfaces found on most classroom desks. Not recommended for use on unfinished wood or unpainted walls.

DRAW YOUR OWN CONCLUSIONS:

MARKER TEST

The following simple experiments can be done by your students as a hands-on way of applying the scientific inquiry process.

SAFETY: Ask students to look for the AP seal. Do they see something called ASTM D 4236? Ask them to research what that means.

WASHABILITY: Help students identify an appropriate test surface—preferably a scrap of white fabric that can be laundered. Use Crayola Ultra-Clean Washable Markers to mark on fabric. Try several different colors. Ask students to predict "what it will take" to remove the color from the fabric. Some students may hypothesize it takes rinsing with water while agitating by hand—other students could try washing

with hand soap in the sink. Then perform the experiments and record data. How accurate were their predictions?

REVITALIZED MEANS VALUE:

When a Crayola marker cap has been left off overnight and there is still ink inside, you can revitalize it. Use a new Crayola marker and leave the cap off overnight. How does the dried marker write? Scratchy? Smooth? What do students predict "it will take" to revitalize the marker? What if... it soaked in an inch of warm water for one minute? Cold water? Less than one minute? One hour or more? Conduct the experiments. RECAP the markers and let them rest horizontally overnight. The next morning, ask students how the markers write. Compare the color laydown before the revitalization and after. Were there variations based on revitalization techniques? (Note: Old markers that are very low on ink may not revitalize.)

...and out of clothes!



Before Washing



After Washing

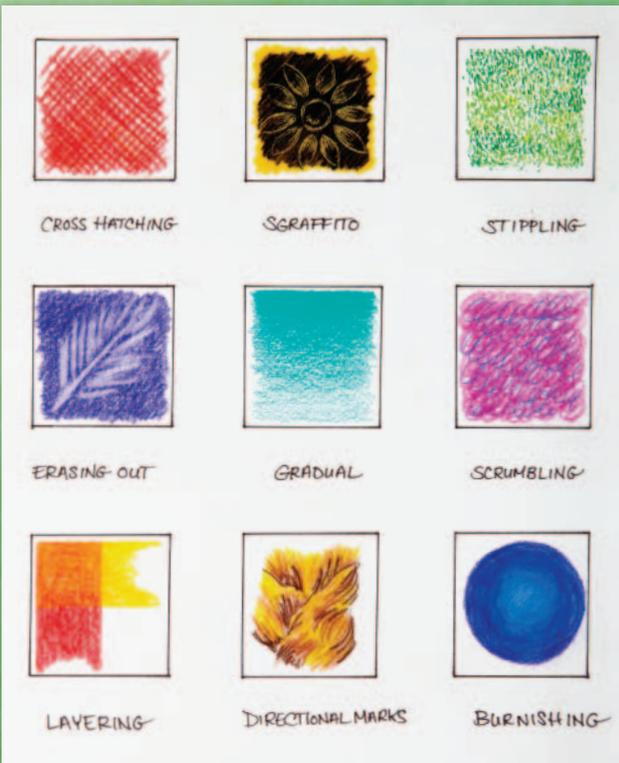


Crayola® Colored Pencils are ideal for precise lines, detail drawing and many techniques.

Crayola premium colored pencils enhance students' illustrated, colorful lessons—from poetry to color-coded geography maps.

Crayola colored pencils are great for teaching artist techniques such as cross hatching, burnishing, blending, layering and sgraffito.

A balance is needed between a colored pencil's core softness (for intense color lay down and blending) and strength (for a sharp, strong point and long lasting coverage). Crayola colored pencils provide the perfect balance for optimal color laydown, blending, a smooth writing experience, as well as strength for great sharpenability and long-lasting coverage.



DRAW YOUR OWN CONCLUSIONS:

COLORED PENCIL TEST

The following simple experiments can be done by your students as a hands-on way of applying the scientific inquiry process. Watch their curiosity and critical thinking skills blossom.

SAFETY: Ask the students how many safety tests they think Crayola performs to ensure that the colored pencils they use are safe? Urge them to research and list a variety of safety checks. Did their list include testing:

- Ingredients and mixing processes
- Paint exterior and the paint used to write color names
- ACMI testing for the AP Seal
- Metal eraser holder and eraser on colored pencils
- Packaging materials and printing inks

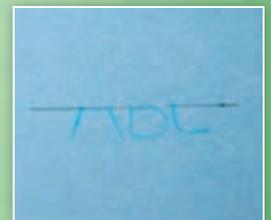
PERFORMANCE AND TECHNIQUES:

Ask your students to conduct some technique experiments and determine how the paper they use might influence the color laydown or smooth writing experience. How does color blending differ when drawn on a smooth paper, compared with a slick paper, or paper with more texture?

ERASABILITY: Ask students to predict what influences the erasability of colored pencils. Then have them experiment with various types of paper and see which types work best with Crayola Erasable Colored Pencils. Did they predict that a smoother paper surface would be more erasable? Did they predict that Erasable Colored Pencils would erase better than regular colored pencils? Did their experiments confirm their predictions?

Crayola Erasable Colored Pencils
Perfect for when the project must be perfect.

Colored pencils are often used for detail projects that involve a lot of student time and concentration. On a major project, a little mistake can be a big deal. Avoid student frustration by using Crayola Erasable Colored Pencils. Let them know little mistakes are easy to fix.





A CRAYOLA DRY-ERASE PRODUCT FOR EVERY NEED



Dry-erase boards have become the evergreen surfaces in today's classrooms as a great way to save paper and explore ideas that can be erased with ease. All Crayola dry-erase products are long-lasting and come in a variety of vibrant colors that easily erase!

CRAYOLA DRY-ERASE CRAYONS

- for students to practice on individual, portable white boards at their seats. They are washable, have no odor, don't dry out, don't smudge and have no caps to lose. Now there are 24 different colors in 3 assortments: Regular, Brights and Neon.

CRAYOLA WASHABLE DRY-ERASE MARKERS

- for young children. There are 12 unique, vibrant colors that are easy to wash from skin and clothing. And their low odor is easy on the nose.

CRAYOLA DRY-ERASE COLORED PENCILS

- are perfect for detailed work and writing in small spaces when a fine point and great erasability are needed.

NEW CRAYOLA DRY-ERASE MARKERS

- have wide nibs for enhanced visibility, making extra bold letters to help children see what is written on the dry-erase board.



DRAW YOUR OWN CONCLUSIONS:

DRY-ERASE TESTS

The following simple experiments can be done by your students as a hands-on way of applying the scientific inquiry process.

SAFETY: Look for the AP seal and ask students to recall what that means.

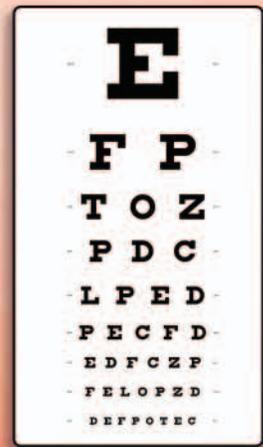
LESS WASTE: Ask students to estimate how much paper is used in the school and how much paper dry-erase boards save. Who in the school (teachers, office staff, or custodians) could they interview to hear some anecdotal reports about how much paper was used and thrown out historically and if less paper is being used now that the school has dry-erase boards? As a math exploration, could they estimate how many more projects could be done on either individual or front-of-class dry-erase boards, and how much paper that could save the school annually?

SMEAR OR CLEAR? Ask students to predict how a dry-erase crayon versus a washable and non-washable dry-erase marker stay on the board. Which is more likely to smear or rub off the board with a casual swipe of a shirt sleeve or fingertip and risk erasing messages unintentionally? After they predict, have them compare.

COMPLETE ERASABILITY. Use the same dry-erase coloring supplies as above and predict what it would take to completely erase each. For example...a dry piece of cloth or paper towel? A damp piece of cloth or paper towel? After the students predict, conduct the experiments. Ask them to explain the benefits of not smearing or clearing

unintentionally yet being able to erase completely, when needed.

SEE THE DIFFERENCE: The NEW Crayola Dry-Erase Markers have a specially designed nib that draws a wide line in bold colors, enabling users to see the writing more easily. Ask students to write upper case letters, 1-inch high and 1-inch wide like a vision chart, using this new Crayola Dry-Erase Marker. How many feet away from the board can those letters be read? Does color choice, size of lettering, pressure on the marker or other factors make a difference?



Crayola® Watercolors are on more back-to-school lists than ever before.

- This great creative expression medium brings cross-curricular lessons alive.
- Crayola washable watercolors are easy to use and clean up. They provide vibrant color and the translucent effect, color mixing and blending that watercolor is famous for.



DRAW YOUR OWN CONCLUSIONS:

WATERCOLOR TEST

The following simple experiments can be done by your students as a hands-on way of applying the scientific inquiry process. Ask students what their data and interpretations mean.

SAFETY: Ask students to look for the AP seal and explain what it means.

PERFORMANCE: Crayola watercolors offer a great way to teach color mixing. Ask students to predict what secondary colors they will create by mixing primary colors. Ask them to experiment with different wet and dry techniques to see how they impact the color blending.

VIBRANT COLORS: To compare the vibrancy of watercolors, try to draw with the edge of the paint cakes. Crayola watercolor cakes will lay down a smooth, rich color. Lesser quality brands will scratch the paper and lay down weak color. Compare observations to predictions.

You can have your cake and paint it too...



VALUE—MORE PAINT IN EACH CAKE: Crayola washable watercolors provide more paint in each cake than other brands commonly found at retail stores. Ask students to predict which cakes will be larger and how this would impact how much paint they have to use. Carefully remove a few cakes from the Crayola watercolor set and compare to other brands. Which has the thicker and larger watercolor cakes?

Crayola

Brand R

Brand Z



Crayola watercolor cakes are thicker and larger.

12 Crayola - Best in Class

Crayola Specialty Art Supplies work on unique surfaces and spark children's creative thinking.



• Crayola Window Crayons turn everyday glass surfaces like windows and mirrors into colorful learning opportunities. When finished, they easily wipe clean with a damp cloth.



• Modeling materials enable students to create 3-D projects. Crayola Model Magic® and Air-Dry Clay bring ideas to life—and are easy for children to use and clean up.



• Crayola Multicultural supplies—crayons, markers, colored pencils and paint—provide students with realistic skin tone colors that are perfect for social studies lessons and self-portraits.



• Crayola oil pastels provide a super smooth laydown and great blending. Compare to professional grade oil pastels to see what a great value these school tools are!

Watercolors/Specialty Art Supplies 13



Environmental Sustainability

At Crayola®, we take being good stewards of the earth very seriously and are leaders in the industry, making sure production, waste management, and transportation decisions are made with environmental sustainability in mind.

Our environmental goal is based on three Rs: Reduce! Reuse! Recycle! These insights fit well within the ecology curriculum and can be used as thought starters for student research:

- For years, Crayola colored pencils have been made with reforested wood. We remelt crayons that would have been discarded during production, and regrind plastic scrap to reuse in marker production. Crayola recycling keeps hundreds of tons of plastic out of landfills each year.
- Crayola is conserving energy and making crayons with the power of the sun. Beginning in 2011, Crayola had 30,000 solar panels installed on

20 acres of land, resulting in enough power to produce one billion crayons and 500 million markers each year, in Easton, Pennsylvania. Using sustainable energy and U.S. workers helps to keep America's industry strong.

- To ensure forests are growing for the next generation of pencil users, a new tree is planted for every one that is used to make Crayola colored pencils.
- Crayola offices and manufacturing facilities in Easton, Pennsylvania are now Landfill Free! This means all the waste generated by the company is reused, recycled or processed as a renewable fuel at an Energy-from-Waste (EfW) facility.



Close-up and aerial view of Crayola solar farm



What does Environmental Sustainability mean for students?

- Ask students to research the Crayola green initiatives to learn how Crayola has reduced its carbon footprint, use of water and landfill waste.
- Ask students to consider what your school could do, including participating in the innovative Crayola ColorCycle program, where markers your students are finished using are transformed into energy.
- The Crayola ColorCycle program partners with plastic processors to transform retired markers directly into

clean fuel. One box of used markers creates enough energy to cook an egg, make toast and brew a pot of coffee. One typical size classroom's used markers could move a city bus three miles! Why dump them into a landfill when Crayola's ColorCycle program can engage students in environmental solutions in a new, relevant way? Visit Crayola.com/colorcycle to learn more about this revolutionary process, how to participate, and to find environmental sustainability-focused, cross-curricular lesson plans, like these:



"The Magic of Matter" lesson plan



"The Power to Change" lesson plan



"Plastic into Fuel" lesson plan



"Facts About Fuel" lesson plan



Crayola is committed to providing best-in-class quality products and programs—so you can use art across the curriculum to engage learners.

We guarantee Crayola quality. If a product does not perform properly, please contact us at 1-800-CRAYOLA, weekdays 9 AM to 4 PM ET.

We listen. Each year more than a half million parents and teachers contact Crayola to share feedback. Thank you. These conversations help to guide our innovative programs and product improvements.

We provide free resources. Visit Crayola.com/Educators for:

- 1,200+ art-integrated, cross-curricular lesson plans that are aligned with Common Core Standards
- Professional development workshops on how Art Builds 21st Century Skills
- Champion Creatively Alive Children® Grants—\$3,500 for an innovative creative leadership program
- Art and Creativity, Critical Thinking, Communication and Collaboration Skills video series
- Creative Leadership video series
- Copies of the *Principal* magazine supplements focused on Creativity
- Art technique ideas—showcasing teachers' favorite ways to use art supplies



Register to receive free monthly e-newsletters with timely updates and lesson plan ideas.

Go to Crayola.com/heart

BONUS: Register by December 31, 2014 to receive this complimentary bookmark and heart pin.

