



Colorful Moments in Time



1900
From Paints to Pencils
The company begins producing slate school pencils at its newly opened mill in Easton, PA.



1903
Crayola Brand is Born
Noticing a need in schools for safe and affordable wax crayons, Binney & Smith makes the first box of eight Crayola crayons. The box sold for a nickel and contained black, brown, blue, red, violet, orange, yellow, and green — the same colors in the box of eight today. The Crayola name was coined by Alice Binney, wife of company founder Edwin and a former school teacher. It comes from “craie,” the French word for “chalk,” and “ola,” for “oleaginous,” or “oily.”



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.



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.



1977
Silly Putty
Binney & Smith acquires the rights to Silly Putty®, the toy classic that bounces like rubber and stretches like taffy.



1978
Making a Mark
The first box of Crayola markers is introduced with 8 bright, bold colors.



1990
Eight Hues Retire
For the first time in Crayola history, eight colors are retired. Maize, lemon yellow, blue gray, raw umber, green blue, orange red, orange yellow, and violet blue are enshrined in the Crayola Hall of Fame.



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.

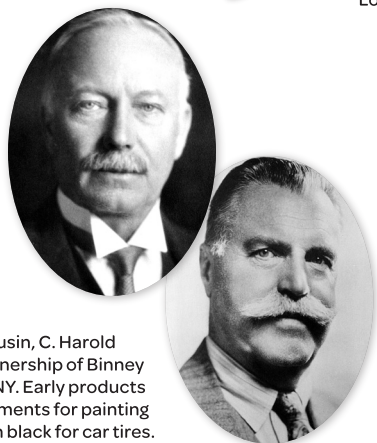
1885-1920s

1930-1980s

1990s



1902
Dust Buster
Listening to the needs of teachers, Binney & Smith makes the first dustless school chalk. It’s so successful it wins a gold medal at the St. Louis World Exposition.



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.

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.



1962
Name Change
The company renames the flesh crayon “peach” to recognize that not everyone’s skin color is the same.



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.



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.



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.

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.



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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.



2000-2003

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.



1999

What's in a Name?

For only the third time in Crayola history a crayon is renamed. Indian red becomes "chestnut."



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.



2004-2006



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.



2007-2011



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®.



2008

What's Hot, What's Not

Eight new Kids' Choice Colors are introduced in a collection of Crayola crayon, marker and colored pencil 64ct. 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 50th Birthday of its famous 64ct. crayon box.



2002

New Life for Leftolas

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.

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.



2010

Welcome Young Artists

The Crayola Beginnings® line offers art tools for babies and toddlers to make their first scribbles.

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.





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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 to 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.



2012-2016



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.



2016-2019

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.



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 6th straight year in Smarty Pants' Young Love study.

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!



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

Advancing Inclusion Through Creativity

Colors of the World® includes 24 specially formulated colors to reflect global skin tones.



2020-Present

2021

Spread the Love!

Crayola introduces Colors of Kindness, with words of kindness printed on each crayon.



2018

Happy 115th 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.

Scribble, Scrub, and Scribble Again!

Crayola Scribble Scrubbie® pets allow kids to play, color, wash, and color again with Crayola washable markers!



2022

Glow Fusion

Coloring in the dark!

Silly Scents Smash Ups

Coloring with scent in crayons, markers and pencils.



2024

Surprising Rainbow of Fun!

Crayola introduces Swirl Crayons, Twistables, and Colored Pencils each offering 3–4 colors in a single stroke.



2025

Retired Crayon Colors Return!

Dandelion, Blizzard Blue, Magic Mint, Mulberry, Orange Red, Violet Blue, Lemon Yellow and Raw Umber return in a limited edition collection.



2023

Scribble Scrubbies Ocean Lagoon

Bringing augmented reality to Scribble Scrubbies.

Wixels

A brand new way to create with Crayola ink – a magical, color-absorbing outcome!

