

Crayola LLC
1100 Church Lane
Easton, PA 18044-0431
Phone: (610) 253-6271
Fax: (610) 250-5768



CONTACT:
Jodie Howard, Director of Public Relations
(206) 963-3153
Email: prdirector@crayola.com

Crayola Fact Sheet

Mission Statement

- Help parents and educators raise children with creative imaginations and artistic innovation.

History

- 1903- founded by Edwin Binney and C. Harold Smith
- 1964- Publicly owned company
- 1987-88- Introduced Crayola washables, Crayola colored pencils, and Magic Markers
- 1991- Crayola Washable Crayons
- 1996- Opened Crayola Experience
- 2007- Changed name from Binney & Smith to Crayola LLC
- 2011- Edwin Binney named to National Inventors Hall of Fame
- Manufacturing locations- Bethlehem, Pa., Easton, Pa., and Mexico City, Mexico

Profile

- Mike Perry, president and chief executive officer
- Smith Holland, chief financial officer and executive vice president of global information and finance solutions
- Michelle Powers, executive vice president of human resources and administration
- Peter Ruggiero, executive vice president of global operations
- Employment 2012- 1,300

Fun Facts

- 1900- Awarded Gold medal in chemical and pharmaceutical arts.
- 1996- Made 100 billionth Crayola Crayon
- 2001- Favorite Crayola Color- Blue