

# True Colors: The Story of Crayola

Crayola, the beloved brand of crayons, has a rich and colorful history. From its humble beginnings in a small factory to its status as a global icon, the Crayola story is one of innovation, creativity, and enduring popularity.

## The Early Years

Crayola was founded in 1885 by Edwin Binney and C. Harold Smith in Easton, Pennsylvania. Binney was a chemist and Smith was a businessman. They originally manufactured industrial pigments, but in 1890 they began producing crayons for children.



### True Colors! The Story of Crayola: Ready-to-Read Level

**3 (History of Fun Stuff)** by William Mitchell

★★★★☆ 4.7 out of 5

Language : English

File size : 13093 KB

Screen Reader : Supported

Print length : 40 pages



The first Crayola crayons were made from paraffin wax and pigments. They were sold in a wooden box containing eight colors: black, brown, blue, green, orange, red, violet, and yellow.

The Crayola crayons were an instant success. They were affordable, durable, and easy to use. Children loved the bright colors and the ability to express themselves through drawing.

## **Innovation and Growth**

In the early 1900s, Crayola expanded its product line to include a variety of art supplies, such as markers, paints, and paper. The company also began to develop new and innovative products, such as washable crayons and scented crayons.

In 1949, Crayola introduced its iconic Crayola Crayon Box, which is still the most popular crayon box in the world today. The box contains 24 crayons in a variety of colors.

Crayola has continued to grow and innovate over the years. The company now offers a wide range of art supplies, including crayons, markers, paints, paper, and other creative tools.

## **A Global Icon**

Crayola is now a global brand. The company's products are sold in over 120 countries. Crayola has also become a cultural icon. The Crayola crayons have been featured in countless works of art, literature, and film.

The Crayola Crayon Box is one of the most recognizable products in the world. It is a symbol of childhood, creativity, and imagination.

## **The Future of Crayola**

Crayola is a company with a rich history and a bright future. The company is committed to providing children with the tools they need to express themselves creatively.

Crayola is also committed to innovation. The company is constantly developing new and innovative products that meet the needs of children

and educators.

The future of Crayola is bright. The company is well-positioned to continue to grow and innovate for many years to come.

Crayola is a beloved brand that has brought joy to children for generations. The company's products are affordable, durable, and easy to use. Crayola has also become a cultural icon, and the Crayola Crayon Box is one of the most recognizable products in the world.

Crayola is a company with a rich history and a bright future. The company is committed to providing children with the tools they need to express themselves creatively, and to innovation. The future of Crayola is bright.

### **Additional Resources**

- [Crayola website](#)
- [Crayola Wikipedia page](#)
- [Crayola 64-Count Crayons on Amazon](#)

### **Image Gallery**

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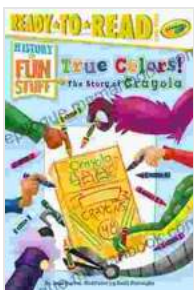
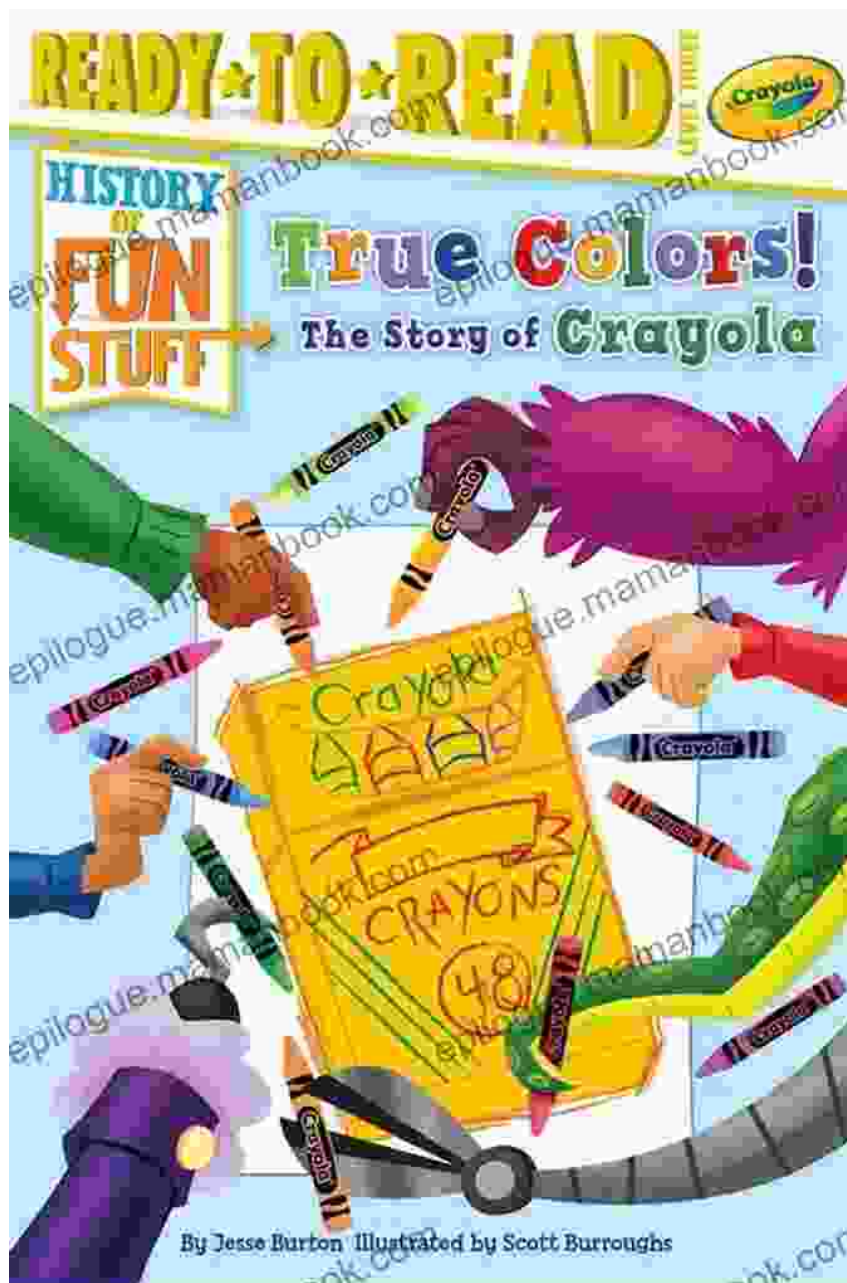
Beginning Reading

LEVEL THREE

Six-Book Set







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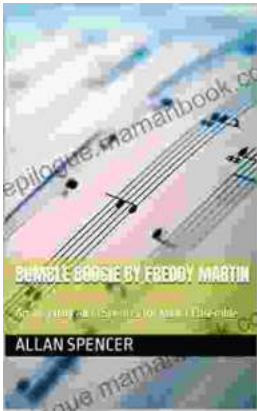
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