



Crayola Sustainability Statement

Crayola has a longstanding commitment to creating products, experiences, and programs that inspire children, teachers, and families while caring for the environment. In fact, the first Crayola crayons were made in 1903 in a facility that ran on hydropower provided by the Bushkill Creek in Easton, Pennsylvania. Since then, Crayola's commitment to researching and implementing innovative practices that positively impact the environment has not wavered.

We have made some significant strides in our environmental footprint, by improving product and package designs, manufacturing efficiencies, local sourcing, and distribution, including:

- **Carbon Footprint:** Crayola through our parent company, Hallmark, joined the [Science Based Target initiative](#), a collaboration of global nonprofit organizations, businesses, and world governments that set goals to limit global warming to not exceed 1.5°C. To achieve this, participating organizations will need to reduce carbon emissions significantly by 2030. Crayola sources raw materials locally and manufactures many crayons and markers close to where they are used, which helps reduce the carbon footprint. In fact, Crayola has reduced CO₂e emissions from the operating of our company-owned facilities' direct and indirect energy sources by 82% since 2019, with investments in renewable energy as well as efficiencies in our US manufacturing process. (Direct energy includes the gasoline, oil, natural gas, etc. used while indirect emissions are created when the energy is produced but not when it is used.)
- **Renewable Energy:** Crayola is proud to host a 20-acre solar field next to our Pennsylvania plant. We invest in 100% renewable energy from solar power for U.S. manufacturing, enough to make more than 3 billion crayons, 700 million markers, and 120 million jars of paint a year. These 33,000 solar panels also enable Crayola to redirect any excess electricity back to the grid to help offset community needs.
- **Plastic Reduction:** In the past 10 years, Crayola has redesigned our Broad Line markers to save an estimated 2 million pounds of plastic versus the previous design.
- **Packaging:** For Crayola crayons and markers produced in the U.S., the company strives to use recycled materials where possible. Most of the packaging for these products contains a combination of post-consumer and postindustrial recycled paper board. The Crayola Classpack package is made with 100% recycled cardboard. Starting in 2023 the Classpack packaging as well as crayon sleeves will be made with natural cardboard instead of bleached cardboard, which will reduce CO₂e emissions by an estimated 100 metric tons per year.
- **Reforestation.** Crayola colored pencils are made from wood that is reforested in an 8,288 hectare pine forest in Brazil. Each year 300,000 seedlings are planted to restore the forest.

Crayola educators have created free, standards-aligned resources to help teach sustainability using science-based information in hands-on creative experiences. The Crayola Sustainability collection of resources includes: video interviews with sustainability experts, Project-Based Learning hands-on lessons, downloadable Thinking Sheets that help students make their thinking visible, as well as two-minute animated videos that challenge kids to set and achieve their own sustainability goals. As our sustainability journey continues, we will provide additional resources.