



Crayola

Listening 1

1. What was Crayola's original name and when did they change it?
2. Which company purchased Crayola in 1984 and what are they known for?
3. When did they add coloring pencils to their product line?
4. How many crayons do they make every year?

Listening 2

1. What four odors are mentioned and where do they rank on the list?
2. What's 'Big Blue' and how much does it weigh?
3. How many crayons went into making 'Big Blue'?
4. Name two of their current colors.

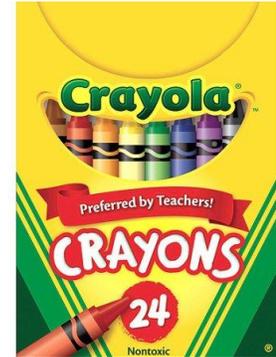
Transcript 1

In 1903 Crayola introduced their first wax crayons. The company's original name was Binney & Smith but it was changed to its current name in 2007.

Their first box of crayons had 8 different colors, but over the next 50 years or so Crayola added a lot more and by 1958 they were selling boxes with 64 colors. In 1984 they were bought by the famous greeting card company, Hallmark Cards, and three years later Crayola diversified their product line by adding coloring pencils and washable markers.

The Crayola family also includes Silly Putty, a popular children's toy which the company purchased the rights to in 1977. Silly Putty is a unique rubbery material.

Crayola says they manufacture something like 12,000,000 crayons every day, or about 3,000,000,000 ever year!



Transcript 2

Some smells stand out more than others and it turns out crayons have quite a distinctive odor. Crayola's website provides information about a study where participants were given 80 different smells and asked to name them; crayons came in 18th on the list. In other words, a lot of people know a crayon when they smell one. Also on the list were coffee (#1), chocolate (#4) and beer (#10).

The company has three locations in the U.S. called 'Crayola Experience' featuring Crayola related activities. At their Pennsylvania facility they have an extremely large crayon called 'Big Blue'. Crayola explains they used 123,000 blue crayons donated by kids to make it. 'Big Blue' weighs nearly 700 kg.

In their long history Crayola has come up with many names for their crayons and a few of their current colors are: wild watermelon, inchworm, unmellow yellow and tumbleweed.