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## **THE BEISTLE COMPANY LAUNCHES NEW CRAYOLA® COLOR YOUR OWN DESK SHIELDS**

The new, officially-licensed desk shields allow for personalization and portability.

SHIPPENSBURG, PA., October 20, 2020 – The Beistle Company, a leading manufacturer of consumer products and accessories for the education market, today announces two new Crayola Desk Shields to support children in school. The Crayola Color Your Own Desk Shield features a three-sided design that provides protective barriers for students in the classroom.

“As schools look for the best way to resume classes, our goal is to provide solutions that support learning while helping create a safer environment” says Russell Wiest, President, The Beistle Company. “Our new Crayola desk shields provide a fun and creative way to accomplish this.”

The Crayola Carry-With-Me Desk Shield features a two-sided design with integrated hand slots to make the desk shield easy to carry between classrooms. It also features a clear window and integrated coloring pattern. The clear window on the desk shield enables full classroom viewing and supports better interaction between teachers and students. The integrated coloring pattern allows students to personalize their desk shield with their own creative designs.

“At Crayola, we’re all about inspiring creativity through color and self-expression, said Warren Schorr, Vice President of Business Development and Global Licensing at Crayola. “We look forward to our collaboration with The Beistle Company in providing kids with desk shields that bring added protection and safety to their school environments in a colorful way.

Both Crayola Desk Shield models can be purchased at [ColorYourShield.com](http://ColorYourShield.com) and [Amazon.com](http://Amazon.com).

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### **About The Beistle Company**

Founded in 1900, The Beistle Company is a leading manufacturer of safety products and party decorations. With a portfolio of over 8,000 products and a 120-year tradition of innovation, Beistle products are manufactured to the highest quality standards and designed to meet the needs of educational institutions, businesses small and large, retailers, service providers, non-profits, social organizations and more. Beistle safety products are proudly produced by

American workers in their state-of-the-art manufacturing facility in Shippensburg, Pa. Consumers can find Beistle products both online and in store at major retailers throughout the U.S. and internationally.

### **About Crayola**

Crayola LLC, based in Easton, Pa. and a subsidiary of Hallmark Cards, Incorporated, is the worldwide leader in children's creative expression products. Known for the iconic Crayola crayon first introduced in 1903, the Crayola brand has grown into a portfolio of innovative art tools, crafting activities and creativity toys that offer children innovative new ways to use color to create everything imaginable. Consumers can find the wide array of Crayola products in the "Crayola Aisle" at all major retailers, [Crayola.com](http://Crayola.com) and [www.facebook.com/crayola](http://www.facebook.com/crayola).