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THE BEISTLE COMPANY ANNOUNCES NEW CRAYOLA® COLOR YOUR OWN FACE SHIELDS

Beistle and Crayola team up to create officially-licensed child-sized face shields that can be personalized.

SHIPPENSBURG, PA., October 27, 2020 – The Beistle Company, a leading manufacturer of consumer products and accessories for the education market, has joined with Crayola to create the Color Your Own Face Shield to help support children in school.

The unique design of the Crayola™ Color Your Own Face Shield allows students to personalize their face shield with their own creative coloring using Crayola crayons, while helping reduce the stress and discomfort children may experience when wearing protective face coverings. The clear face shield can enable better interaction between teacher and students.

“The Beistle Company has always been family-oriented, so we are thrilled to bring expressive products that can protect children and provide a fun, family experience” says Russell Wiest, President, The Beistle Company. “Partnering with Crayola, we knew we could help families with children create a fun and creative way to wear a face covering.”

Each Crayola Color Your Own Face Shield kit includes two Crayola deluxe child sized face shields, four coloring sheets, and 8 Crayola crayons. The face shields are suitable for children aged 4 and up. They are reusable and easy to clean with soap and water.

“The essence of the Crayola brand is embodied in color and self-expression,” said Warren Schorr VP of Business Development & Licensing. “We are excited to partner with The Beistle Company to provide protective solutions that allow kids to use their creativity while setting them up for successful learning in their new school environment.

The Crayola Color Your Own Face Shield can be purchased at ColorYourShield.com and 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 and www.facebook.com/crayola.

* This product has been authorized by FDA under an EUA dated April 18, 2020 and updated April 24, 2020 for use as source control by the general public as well as by HCP in healthcare settings as to help prevent the spread of infection or illness during the COVID-19 pandemic. The product has not been FDA cleared or approved and is authorized only for the duration of the declaration that circumstances exist justifying the authorization of the emergency use of medical devices, including alternative products used as medical devices, during the COVID-19 outbreak, under section 564(b)(1) of the Act, 21 U.S.C. § 360bbb-3(b)(1) unless the authorization is terminated or revoked sooner. This product is a Face Mask (Face Shield). For more product details, visit our website at <https://beistlesafety.com/compliance/>