



PRESS RELEASE

Crayola Re-Enters the China Market with Kung Fu Data as Exclusive Distribution Partner

Shanghai, China – 25 July 2024 – Iconic American brand Crayola has renewed its commitment to the China market, partnering with Kung Fu Data as its exclusive distribution and brand partner. This collaboration marks a significant milestone for Crayola, known for its high-quality art tools, crafting activities, and creative toys, as it brings its beloved products back to eager Chinese consumers.

Renowned for fostering creativity in children and adults alike, Crayola has long been a trusted name in art supplies. Through this renewed partnership, Crayola is poised to expand its reach in China, delivering high-quality, affordable products that inspire imagination in the next generation of artists. The brand's signature crayons, markers, and creative kits will be available on China's leading e-commerce platforms, allowing easy access to a growing base of young, creative consumers.

"We are thrilled to reintroduce Crayola to the Chinese market, where creativity and education are deeply valued," said Josh Gardner, CEO of Kung Fu Data. "Crayola's commitment to quality and fun aligns perfectly with the aspirations of Chinese parents and children. We are excited to bring these trusted American art tools and creative toys to households across China, fostering creativity and learning in the process."

This partnership further underscores Kung Fu Data's expertise in guiding global brands through the complexities of China's retail landscape. By combining Crayola's legacy of creative excellence with Kung Fu Data's deep local market knowledge, the brand is set for sustainable growth and success in this dynamic market.

About Crayola

Founded in 1885, Crayola is a leading manufacturer of art supplies, known for its iconic crayons, markers, colored pencils, and a wide range of creative toys. With a mission to inspire creativity in children and adults around the world, Crayola offers fun, high-quality products that encourage imagination and learning.

About Kung Fu Data

Kung Fu Data is a trusted partner for global brands entering and expanding in the China market. Specializing in e-commerce distribution and brand operations, Kung Fu Data helps international companies navigate China's dynamic retail landscape, ensuring growth, stability and long-term success.

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