

CHILDCRAFT™

Sax

SPORTIME®

CLASSROOM  
SELECT HI

SCHOOL  
SMART

FLAGHOUSE®

schoolkidz

Founded  
as Midwest  
Telephone Supply

Midwest Telephone  
Supply merges with  
Valley School and  
Office Supplies,  
keeping the  
Midwest name

Created Educational  
Distributors of  
America Corporation  
to better facilitate  
growth and offerings

Acquired 18 new school  
supply-related companies,  
including Childcraft,  
Sax Arts, Sportime and  
Classroom Select®

Launched  
propriety brand,  
School Smart

SchoolKidz  
and FlagHouse  
acquired

1959

1968

1985

1987-88

1992

1995

1996-99

2004

2006

2013

2022-23

Incorporation of Valley  
School Suppliers (later  
changed to Valley School  
and Office Supplies)

Midwest Telephone  
Supply changes name  
to Q3 Corporation,  
and becomes the  
nation's leading school  
supply company

Changed name to  
School Specialty,  
Inc. and developed  
Classroom Direct brand,  
selling direct to teachers

School Specialty  
Updates their logo.

School Specialty  
Updates their logo.

School  
Specialty  
*The power of teaching. The wonders of learning.*

School  
Specialty

Califone® acquired  
(Califone was  
founded in 1947)

CALIFONE®