



News Release

Norman's Hallmark Now Open at Mullica Hill Plaza Card and Specialty Gift Retailer Welcomes Customers to Modern, Full-Format Store

MULLICA HILL, N.J., April 5, 2022 – [Norman's Hallmark](#), the nation's largest independent owner of Gold Crown Hallmark stores, is now open at Mullica Hill Plaza, located at 141 Bridgeton Pike in Mullica Hill. Norman's Hallmark took ownership of this store location, previously home to Donna's Hallmark, following that business owner's retirement.

The new Norman's Hallmark at Mullica Hill Plaza is one of the card and specialty gift retailer's full-format stores, featuring an expansive selection of card and gift items in a modern shopping environment.

"Shoppers who visited the former Hallmark chain here now will find a fully modernized, brand-new Norman's Hallmark that's fresh, inviting and a wonderful place in which to shop," said Howard Henschel, president and chief operating officer of the employee-owned company. "We've also retained the previous store's valued staff, so customers will see the same friendly faces, providing the same great service they have come to expect. We are excited to introduce one of our full-format stores to the community just in time for Mother's Day and other spring celebrations."

Norman's offers a complete line of Hallmark products, cards for every occasion and Keepsake Ornaments, along with a diverse merchandise selection that includes fashion and fashion accessories, books, stationery, games, home décor, specialty candy and gourmet foods. The company maintains thriving supplier partnerships with household-name brands like Lenox, Yankee Candle, Life is Good, Willow Tree, Vera Bradley, Squishmallows, Corkcicle, PuraVida and Godiva, among many others.

Norman's Hallmark currently operates nearly 70 locations. With roots dating back more than 80 years, Norman's Hallmark has grown from a single retail store in Trenton, N.J., to a leading force in the social expression industry. The Newtown, Pa.-based company continues to grow its brick-and-mortar footprint throughout Pennsylvania and New Jersey, and recently expanded into Delaware and northern Maryland; it also maintains a strong ecommerce presence.

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[About Norman's Hallmark](#)

105 Terry Drive, Newtown, Pa., 18940

Access Norman's Hallmark media assets [here](#).

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