



FACT SHEET: Norman's Hallmark

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Overview

Employee-owned Norman's Hallmark is the largest independent owner of Gold Crown Hallmark stores in the United States. The company continues to grow its brick-and-mortar footprint throughout Pennsylvania and New Jersey, and recently expanded into Delaware and northern Maryland. The company also maintains a strong ecommerce presence. Norman's offers a full line of Hallmark products, cards for every occasion and Keepsake Ornaments, along with fashion and fashion accessories, books, stationery, games, home décor, specialty candy and gourmet foods.



Norman's Hallmark is a leading force in the social expression industry. The chain's decades-long success is grounded in its ability to evolve with consumers' shopping habits and create a distinctive customer experience centered around well-known, trusted brands. The company has a long history of social responsibility; Norman's and its employees are committed to supporting important causes and giving back to the communities in which they are active.

By the Numbers

- Founded in 1939
- 68 store locations (4Q 2021)
- 4-state Mid-Atlantic presence
- \$100,000+ in charitable donations, with support from generous customers

Leadership

Howard Henschel, President and CEO, joined his family's business in 1963 and has spearheaded its expansion from a single store into a market-leading enterprise.

[Read more](#)

Supplier Partners

Vera Bradley, Lenox, Yankee Candle, Life is Good, Willow Tree, Squishmallows, PuraVida, Godiva and many others.

Media Assets

In-person or phone interviews, high resolution photos, logo, company boilerplate and other useful tools available upon request.

