



***For Immediate Release***

**Norman's Hallmark Unveils Legacy Wall at Newtown, Pa. Headquarters**

***Visual Timeline Chronicles Card and Specialty Gift Retailer's Decades-Long History***

**NEWTOWN, Pa. (Jan. 30, 2022)** — 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 card and specialty gift retailer's decades-long history comes to life in a new legacy wall recently unveiled at its Newtown, Pa. headquarters.

Spanning 50 feet, the legacy wall is a visual timeline that chronicles major events and milestones at Norman's Hallmark, including significant moments in the company's growth, business highlights, product launches and other notable achievements.

"Our legacy wall celebrates the history and culture of Norman's Hallmark," said Howard Henschel, president and chief executive officer of the employee-owned company. "It tells our story and highlights the people and events that played a role in shaping the growth and success of our organization. This legacy wall is a tremendous source of pride that will be enjoyed by our current – and future – employees for years to come."

Norman's offers a complete line of Hallmark products, cards for every occasion and Keepsake Ornaments, along with a diverse merchandise selection for gift giving and the home that includes fashion apparel and 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, Mud Pie, David Bradley Chocolatier, Stonewall Kitchen and Godiva, among many others.

Norman's Hallmark currently operates 70 locations. 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

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