



FACT SHEET: Norman's Hallmark

105 Terry Drive, Newtown, Pennsylvania 18940
normanshallmark.com

Media Contact:

Maxine Aviles / (201) 796-7788 / maxine@caryl.com

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 in recent years expanded into Delaware and northern Maryland. The company also maintains a strong ecommerce presence. 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.



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
- 70 store locations (2Q 2023)
- 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

Squishmallows, Vera Bradley, Yankee Candle, Life is Good, Scout Bags, Willow Tree, Mud Pie, David Bradley Chocolatier, Stonewall Kitchen, and Godiva, among many others.

Media Assets

In-person or phone interviews are available upon request. News, high resolution photos, logo, company boilerplate and other useful tools can be found [here](#).

