



For Immediate Release

Norman's Hallmark Debuts New, Larger Store in Warminster, Pa.

Retailer Now Occupies 6,000 SF at Center Point Place Shopping Center

WARMINSTER, Pa. (Oct 23, 2023) – [Norman's Hallmark](#), an employee-owned company and the nation's largest independent owner of Gold Crown Hallmark stores, recently opened a brand-new larger store location at Center Point Place Shopping Center (752 West Street Road) in Warminster. The shop now occupies 6,000 square feet, a space about 2,400 square feet larger than the original.

The new Norman's Hallmark at Center Point Place is fully modernized and features an even wider selection of card and specialty gift items than the former store, according to Howard Henschel, Norman's Hallmark president and chief executive officer.

"Norman's Hallmark has experienced tremendous, sustained success since opening here in 2009," said Henschel. "The store's expansion will make the shopping experience even more inviting for consumers while accommodating a larger assortment of merchandise. We have a strong customer base at this Warminster location and are pleased to be expanding here with one of our new, full-line stores – just in time for the holiday shopping season."

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

Norman's Hallmark currently operates 74 locations. With roots dating back nearly 85 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 in recent years 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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Media Contact:

Maxine Aviles/Jamie Platt

Caryl Communications

201-796-7788

maxine@caryl.com / jamie@caryl.com