



For Immediate Release

Norman's Hallmark: New, Larger Store Now Open at Richland Marketplace

Specialty Retailer Expands to 7,400 SF at Quakertown Shopping Center

QUAKERTOWN, PA. (Oct 12, 2023) – [Norman's Hallmark](#), an employee-owned company and the nation's largest independent owner of Gold Crown Hallmark stores, is now open in its new, larger space at Richland Marketplace (N. West End Boulevard) in Quakertown. The card and specialty gift retailer now occupies 7,400 square feet, a space about 3,000 square feet larger than the original.

The fully modernized retail shop at Richland Marketplace is one of Norman's "super store" locations, and features an even wider selection of card and gift items than the former store, according to Howard Henschel, Norman's Hallmark president and chief executive officer.

"Norman's Hallmark has experienced tremendous success since opening here in 2008," said Henschel. "The larger space allows us to improve the way we display our merchandise and creates a wonderful shopping environment for customers. We have a strong customer base at this Quakertown location and are excited to bring one of our new, full-line stores to the community."

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 73 locations. With roots dating back over 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 in recent years expanded into Delaware and northern Maryland; it also maintains a strong ecommerce presence.

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[About Norman's Hallmark](#)

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