



For Immediate Release

Norman's Hallmark Now Open at Seaview Square Shopping Center

Modern, Full-Format Store Offers Card and Gift Items for All Occasions

OCEAN TOWNSHIP, N.J. (April 4, 2024) – [Norman's Hallmark](#) is now open at Seaview Square shopping center, located on Route 66 in Ocean Township. The greeting card and specialty gift retailer relocated to the power center from nearby Middlebrook Plaza.

The new retail shop occupies 6,400 square feet at Seaview Square shopping center, making it one of Norman's "super store" locations. The full-format store features an expansive selection of card and gift items in a modern and inviting shopping environment.

Norman's occupies a prime location adjacent to Starbucks and Applebee's in Seaview Square's smaller front retail outparcel, which offers convenient customer parking and exceptional visibility along Route 66.

"Our new store at Seaview Square is bright, fresh and beautifully designed," said Howard Henschel, Norman's Hallmark president and chief executive officer. "Seaview Square is a high-quality, accessible shopping center that's home to many of today's top national brands, including Costco, Target and HomeGoods – it's a terrific center and a wonderful place for us to be."

Norman's Hallmark has retained valued staff from its Middlebrook Plaza store, so customers will see some of the same friendly faces, providing the same great service they have come to expect, noted Henschel.

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, Owala, David Bradley Chocolatier, Stonewall Kitchen, and BOGG Bags, amongst many others.

Norman's Hallmark currently operates 75 locations. With roots dating back 85 years, the employee-owned (ESOP) company 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. Norman's is the honored recipient of the prestigious "Retailer of the Century" award from Gifts and Decorative Accessories, a leading industry trade publication.

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[About Norman's Hallmark](#)

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Access Norman's Hallmark media assets [here](#).

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