For Immediate Release

Norman's Hallmark Expands with Two New Stores in Washington County

Strategic Additions Reinforce Brand's Maryland Footprint

NEWTOWN, Pa. (Oct. 28, 2025) – Norman's Hallmark has reinforced its Maryland brick-and-mortar footprint with the addition of two new stores in Washington County at Valley Mall and Crosspoint Shopping Center – both located in Hagerstown.

An independent owner of Hallmark Gold Crown stores, Norman's Hallmark recently took ownership of 22 store locations in Maryland, previously operated by another Gold Crown retailer, as part of a strategic portfolio acquisition.

"All Norman's Hallmark locations serve as engaging, one-stop destinations where shoppers can find the perfect cards and gifts for any milestone or occasion," said Howard Henschel, president and chief executive officer. "At our latest store additions in Washington County, customers will find an updated selection of merchandise in an easy to shop environment. We also retained the previous stores' valued staff—ensuring customers continue to see the same friendly faces and experience the same exceptional service they know and trust."

Employee-owned Norman's Hallmark currently operates 100 store locations. With roots dating back 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. 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 Warmies, Vera Bradley, Yankee Candle, Life is Good, Scout Bags, Willow Tree, Tervis, Wockenfuss Homemade Candies, Fisher's Popcorn, Stonewall Kitchen and BOGG Bags, amongst many others.

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About Norman's Hallmark
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