For Immediate Release

Norman’s Hallmark Now Open at Cloverleaf Shopping Center

Full-Format Store Offers Card and Gift Items for Every Occasion

WOODBRIDGE, N.J. (March 16, 2026) – Norman's Hallmark has reinforced its Garden State footprint with the opening of a brand-new store location at Cloverleaf Shopping Center. The grocery-anchored retail center is located at 1006 St. Georges Ave. in the Avenel section of Woodbridge.

Norman’s Hallmark occupies 4,900 square feet at Cloverleaf Shopping Center. The retail shop features an expansive selection of card and gift items in a modern and inviting shopping environment.

“Woodbridge has long been a sought-after market for us, and we are pleased to bring one of our full-format stores to the community,” said Howard Henschel, Norman’s Hallmark president and CEO. “Cloverleaf Shopping Center is an exceptional location—brand new, upscale, and positioned within a well-established retail corridor between two major highways. With Sprouts Farmers Market as a strong anchor, it’s an ideal fit and a great place for us to be.”

Employee-owned Norman’s Hallmark currently operates 100 store locations. With roots dating back over 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 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 Vera Bradley, Spartina 449, Life is Good, Scout Bags, Yankee Candle, Warmies, Willow Tree, Stonewall Kitchen and David Bradley Chocolatier among many other national and regional brands.

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About Norman's Hallmark

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