



For Immediate Release

Norman's Hallmark Now Open at Ryders Crossing Shopping Center

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

MILLTOWN, N.J. (August 6, 2026) – [Norman's Hallmark](#) is now open at Ryders Crossing Shopping Center, located at 378 Ryders Lane in Milltown. The greeting card and specialty gift retailer relocated to the open-air center from a neighboring retail property.

The new shop occupies 6,000 square feet at Ryders Crossing Shopping Center, making it one of Norman's "super store" locations. The full-format store offers an expansive selection of cards and specialty gift items for every occasion in a bright, modern shopping environment.

"Ryders Crossing is an outstanding shopping destination with an accessible location and a strong mix of national retailers, including Target, Dollar Tree and Home Depot," said Howard Henschel, president and CEO of Norman's Hallmark. "We're excited to join the center and welcome customers to our new store, where the larger footprint allows us to offer an even wider selection of merchandise."

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

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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