

Why Hallmark?

Here's just a few reasons why...

Integrity

Hallmark operates at the highest level of integrity as demonstrated through our respect for our retailer agreements.

Customer First

We're responsive to customer needs and committed to making the shopping experience easier.

Accountability

We have the highest level of accountability with people in how we treat each other and our partners.

Respect

Respect is critical within the Hallmark culture; we treat everyone with the highest level of respect.

Excellence

We strive every day to deliver the highest level of excellence both in our products and our services.

Category Leadership

When you join the Hallmark network of stores, you benefit from a category leading asset portfolio:



INDUSTRY LEADER
Globally recognized Market leader



LICENSED PARTNERSHIPS
Expansive licensed portfolio

CATEGORY LEADING

asset portfolio



PRODUCT SUPERIORITY
Meets the needs of all consumers



LOCALIZATION
• Store specific retailer solutions • Proprietary capabilities



MARKETING
• National • Personalized Shoppers • Social media • Hallmark Channel



IN-STORE EXPERIENCE
Best in class merchandising solutions



BRAND EQUITY
#1 Greeting Card Brand



BEST IN-CLASS SERVICE
• Precision • Local • Quality



GENEROUS TERMS PACKAGE
No franchise fees



DEDICATED CREATIVE STAFF
• 2nd largest creative department after Disney • Leader in innovation & creativity

#1 GREETING CARD BRAND
2022 Harris Poll Annual EquiTrend Study

TOP 13% OF ALL BRANDS
2022 Harris Poll Annual EquiTrend StudyBrand

#7 MOST REPUTABLE COMPANY
2018 U.S. Reprtrak 100

No other brand is better positioned to help people show they care than Hallmark.

Hallmark has been in the business for 112 years and is The Leading Brand Greeting Card Consumers Think Of and The Leading Preferred Brand Amongst Greeting Card Buyers (Source: 2021 Greetings Brand Tracker).

Superior Retail Supports

- Dedicated sales support specialist
- Generous installation and terms package
- One-stop shop, minimal need to source social expression products from additional vendors
- Tailored store environment focused on an enhanced customer experience
- Extensive advertising & local marketing supports, including access to a variety of eventing and social media resources
- Proprietary Hallmark Rewards loyalty program for our Gold Crown retailers
- Partnership with Hallmark Channel
- Creative flexibility; our retailers are local business owners – we encourage and empower them to make their store community right
- Best-in-Class real estate and store design services
- Comprehensive owner and associate training
- Detailed retail window and guidelines for our Gold Crown retailers

Don't take our word for it. Hear it from others.

“From my perspective, I see a noticeable increase in traffic. The fact that we have access to the Gold Crown gift items has been exceptionally positive, and the customers are coming back regularly to see what's new.”

Johnson's Pharmacy, Kenora ON
Leslie, Store Manager

“I am surprisingly pleased with the variety and especially the quality of the Hallmark products.”

Librairies Boyer, St. Constant QC
Marie-Kim, Store Manager

Contact Us

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