



In 1910 an 18 year-old JC Hall stepped off a train with nothing to his name but two shoeboxes full of picture postcards, big dreams and an entrepreneurial spirit. More than 100 years and billions of good wishes later, Hallmark remains the world's largest supplier of greeting cards.

Market

Since 1910, when JC Hall started out, the vision has been to create a world-class product that encompasses creativity and a way to bring people together. His passion for design, innovation and quality has been the foundation of everything Hallmark puts its name to. It continues to be the driving spirit that has made this family business the iconic international brand it is today.

Even in the digital age, sending a 'physical' card remains a cornerstone of British life. Be it birthdays, special occasions, or just to say hello, the British public sends more than £1bn worth of cards every year and the greeting cards market is larger than tea, coffee or biscuits.

In the 100 years since JC Hall established Hallmark Cards many things have changed, but Hallmark's passion for quality and creativity has not. Working with key high street retailers and grocers as well as more than 1,500 independent card shops across the country, Hallmark leads the way

in category expertise as well as nurturing the best creative talent in the industry. The designers programme sponsored by Hallmark has helped more than 50 graduate designers come into the industry since it began and it was the first greetings card company to sponsor New Designers, nearly 20 years ago – the UK design degree showcasing over 3,000 of the best in graduate design talent.

DID YOU KNOW?

Compiled over a 100 years, Hallmark has over 10 million digital assets at its disposal.

Product

Hallmark operates in more than 100 countries worldwide, employing some of the world's best designers, creating over 10,000 new cards per year.



The company believes in partnering with the very best brands and licenses to give its customers more choice. The offerings include ranges from Star Wars™, Disney™ and Marvel™ to Warner Bros™ and The Simpsons™, to name but a few.

The Forever Friends brand, which celebrated its 30th birthday in 2017, continues to be one of the most loved and commercially successful brands within the portfolio. The same year also saw the growth of the global collectable sensation, Itty Bitty's, with family favourite Disney added to the line-up of famous faces. The Itty Bitty family has, since its launch in 2014, seen the collection grow to nearly 100 characters across 11 licenses including Star Wars, Disney and Peanuts.

Hallmark believes in creating the very best mix of products at the right prices. Despite operating in a challenging market with cheaper product alternatives, Hallmark ensures that 100% of its products use certified, well-managed or recycled materials.



Achievements

As category leaders, Hallmark is continually striving to be first to market, with a track record of innovation that has been recognised by the industry with 24 Henries awards (given by the Greeting Card Association and voted for by industry buyers). 2017 saw the latest award added to the collection within the Best Traditional Words & Sentiments category for the Heart Story range.

Recent Developments

In a world where consumer needs are changing, Hallmark has always led the way in trend analysis and innovation. From its 2,000 strong team in the US to local designers in Yorkshire, right back to its Kansas roots in 1910. In 2017 Hallmark celebrated just that, marking a century since the Hall brothers invented decorative gift wrap. In 1917, at the peak of the Christmas season, the Hall Brothers ran out of the tissue traditionally used to wrap gifts. They improvised with paper designed for use in envelope linings. It was an instant hit and the decorative gift wrap business was born.

Promotion

Hallmark is continuing to connect with consumers through social media, which has meant a renewed relevance to younger generations. The launch of a brand new website in 2016 also now offers consumers a new way

of engaging with the brand through exciting and relevant content. This includes a design and inspiration zone to share creative ideas as well as its 'Gifted' programme to attract new talent to the creative studio.

Hallmark's brand awareness remains at over 90%, making it one of the only recognised card brands in the industry.

DID YOU KNOW?

Hallmark's Cards are distributed in more than 100 countries worldwide.

Brand Values

By producing the very best to help people communicate and connect, Hallmark has established a brand that is synonymous with caring and quality, creativity and innovation. Its brand essence 'Leave your mark' is underpinned by a simple promise that for moments that matter, Hallmark cards will help leave an enduring mark. Today's brand statement brings together all these values, at the same time as connecting it to the original dictionary definition of the word 'hall-mark', a sign of distinctiveness and quality.

Brand History

- 1910 Joyce Clyde Hall successfully sells postcards in Kansas City. His brothers Rollie and William then join him and Hall Brothers is formed.
- 1928 Hall Brothers becomes Hallmark Cards.
- 1958 Hallmark UK opens for business in its London offices.
- 1966 Hallmark International is set up in the UK to co-ordinate all activities outside of the US.
- 1972 Fine Arts is established in Ireland to print all of Hallmark's requirements in Europe.
- 1994 The company acquires The Andrew Brownsword Collection and bring Forever Friends and Country Companions into the Hallmark portfolio.
- 1998 Hallmark Cards UK forms – merging all the previous acquisitions into one business.
- 2001 Hallmark Cards plc is formed.
- 2016 A bespoke card for the Queen's 90th birthday is designed.
- 2017 Marks 30 years of the Forever Friends Hallmark property and 100 years since the Hall Brothers invented decorative gift wrap.

