



FMI Associate Member Search Results

This search was performed on 06/10/2026 at 05:26 PM

If you find information that needs to be updated, please email membership@fmi.org.

FMI
251 18th Street S., Suite 1200
Arlington, VA 22202
Phone: 202.452.8444 | Fax: 202.429.4519

Hallmark Cards, Inc.

Address: 2501 McGee Street
Kansas City, MO 64108-2615



Tel: 816-274-5111

Website: www.hallmark.com
www.crayola.com
www.hallmarkgreetings.com

Email: test@maxx.matrixgroup.net

Products / Services: Nonfoods

Company Description: Recognized for quality, innovation and “the very best,” Hallmark remains the greetings industry leader and the #1 overall greetings brand. Hallmark combines its best-in-class creative organization with its focus on deep consumer insights to ensure it has the most innovative, relevant products to give today’s consumers new and different reasons to shop the Hallmark brand. Its robust portfolio of consumer brands includes Hallmark Signature, Shoebox, Studio Ink, Hallmark Vida, Hallmark Mahogany and Dayspring. Hallmark produces approximately 10,000 new and redesigned greeting cards annually and holds licensing agreements for seven of the top 10 most popular licensed properties. Its portfolio of businesses includes Hallmark Channel, home of television’s most honored and enduring dramatic series, the Hallmark Hall of Fame, Hallmark Business Connections and Crayola.

Primary Contact: Ms. Amy McAnarney
Vice President and General Manager, Strategic Accounts

Brands: Hallmark
