FMI Associate Member Search Results

This search was performed on 11/17/2026 at 06:30 PM

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

FMI
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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:	Scott.Young@Hallmark.com
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