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Hallmark Consolidates Distribution Operations

Hallmark announced today plans to consolidate and manage distribution operations through the company's Liberty Distribution Center in Liberty, MO. As part of this initiative, about 400 full-time positions will be added at the Liberty Distribution Center during the next year.

The transition will occur in phases, beginning immediately. As a result of this move, Hallmark's Enfield Distribution Center, based in Enfield, Conn., will close by the end of June 2016.

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“In recent years, we have made significant improvements in distribution and inventory management practices,” says Dave Hall, president – Hallmark North America. “As a result, we can fulfill and ship the required product volume in a timely manner from a single location. Liberty was selected because it is the larger of the two facilities and its central location provides shipment advantages for a vast majority of Hallmark's retailers and customers.”

Once the consolidation is complete, staff levels at Liberty will be between 1,100 and 1,200 full-time employees. The 570 employees at the Enfield Distribution Center may apply for open positions at Hallmark in Kansas City and Liberty, with some relocation assistance provided. Those unable to make the move will be offered severance benefits.

“The operating efficiencies and innovations recently implemented at the Liberty Distribution Center will allow us to streamline our operations and enable substantial, ongoing savings,” Hall continued. “This decision in no way reflects on the hardworking Hallmarkers at Enfield or the Enfield community where Hallmark has operated for the past 62 years.”

Hallmark's Liberty Distribution Center opened in 1972. There are currently 712 full-time employees at the 1.7 million square-foot facility located at 2101 N. Lightburne Street in Liberty, MO.

Hallmark began operating its East Coast distribution out of Enfield in 1952. The current automated facility, located at 25 Bacon Road, opened in 1980 and consists of 1 million square feet.

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