Hallmark Cards, Inc. (Hallmark) Deforestation Free Commitment

As outlined in our Global Paper Sourcing Policy, we recognize that paper selection for its products should be considered carefully. Hallmark works to ensure production processes are consistent with this policy, sourcing paper and wood products from responsibly managed forests, recycled materials, or other controlled sources to help conserve natural resources for future use.

What we have accomplished:

Hallmark has maintained Triple Certification since 2010. Hallmark has collaborated with suppliers to source paper and wood fiber through independent third-party certification bodies including Forest Stewardship Council (FSC), Sustainable Forestry Initiative (SFI), and Program for the Endorsement of Forest Certification (PEFC).

Our Commitment:

100% Deforestation & Conversion Free on

- non-specialty roll wrap produced in North America by Hallmark by Dec 31, 2025
- sourced paper for greeting cards produced in North America by Hallmark by Dec 31, 2025
- greeting cards produced in North America by Hallmark by Dec 31, 2026
- wooden pencils by Crayola by Dec 31, 2025
- coloring books and construction paper by Crayola by Dec 31, 2025

cut-off date of December 31, 2020

Ongoing Efforts:

Hallmark continues working to eliminate deforestation and conversion from its supply chain, aiming to expand standards to more products and packaging. Join us in protecting the planet—one card, one colored pencil, one promise at a time.