



Hallmark



JOY

to your world

FRIDAY 25TH DECEMBER, 2026

BRAND STRATEGY



Strong Festive colour palette
and iconography



Curated for every
relationship



High emotional
connection



Distinct design styles
across the ranges

RANGE ARCHITECTURE

Loose Cards	Boxed Cards	Gift Packaging
243 SKUs (20%↑)	36 SKUs (20%↑)	41 SKUs (15%↑)
134 New – 55% refresh	32 New – 89% refresh	27 New – 68% refresh
\$2.00 - \$13.00RRP	\$6.00 - \$15.00RRP	\$3.00 - \$7.00RRP

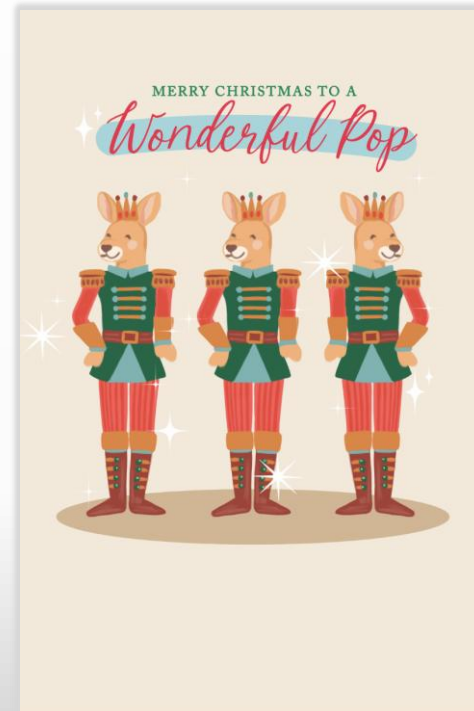
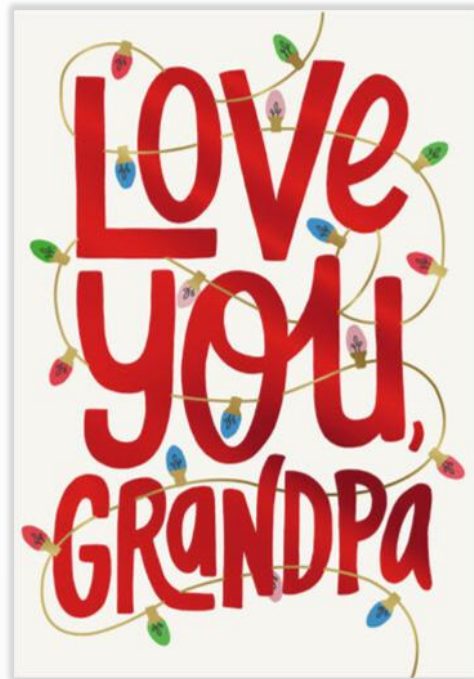
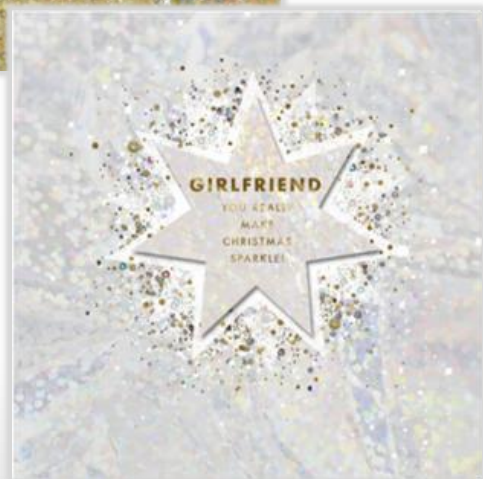




LOOSE CARDS

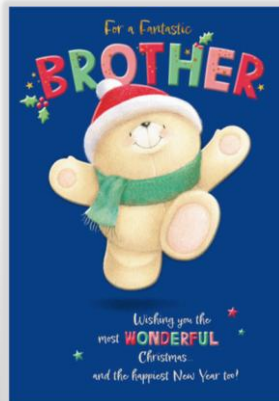
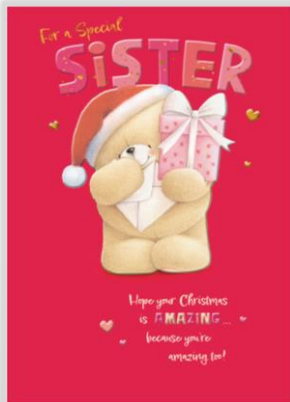
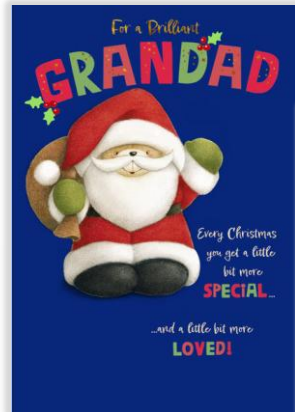
2026 LOOSE CARDS – NEW CAPTIONS

NEW! GIRLFRIEND/BOYFRIEND, GRANDPA, POP, PARTNER

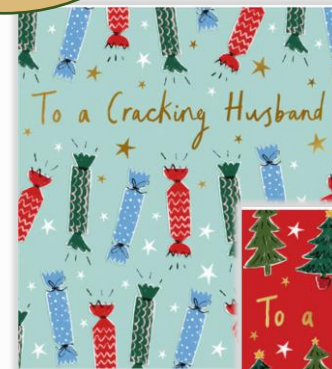


2026 LOOSE CARDS – NEW COLLECTIONS

NEW FF
ADDED TO
COLLECTION



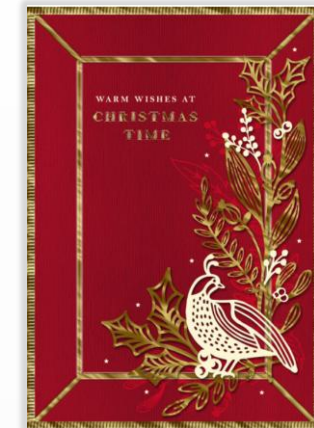
NEW
COLLECTIONS



(\$6RRP)



(\$8RRP)



(\$12RRP –size 105)

2026 LOOSE CARDS – LOCAL ARTIST CHRISTIE WILLIAMS COLLECTIONS



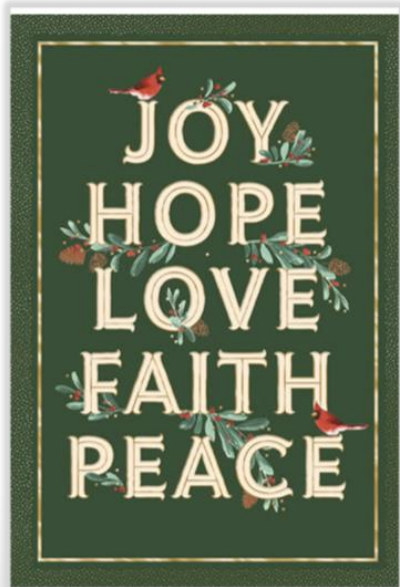
NUTCRACKER

AUSTRALIAN
XMAS

\$6-\$8RRP

2026 LOOSE CARDS – INCREASE DESIGNS IN KEY CAPTIONS

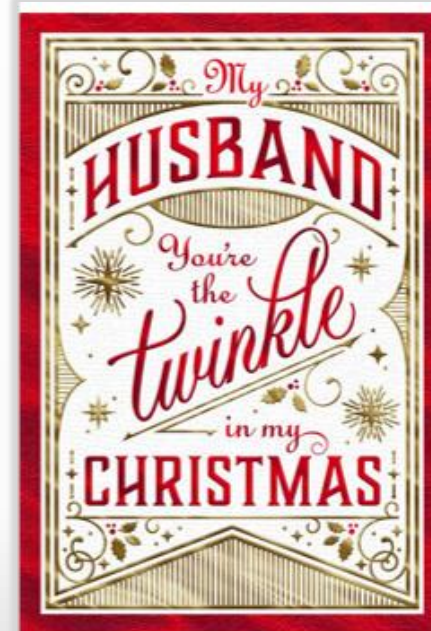
RELIGIOUS
INCREASE
to 8 from 4



WIFE
INCREASE
to 10 from 7



HUS
INCREASE
to 9 from 7

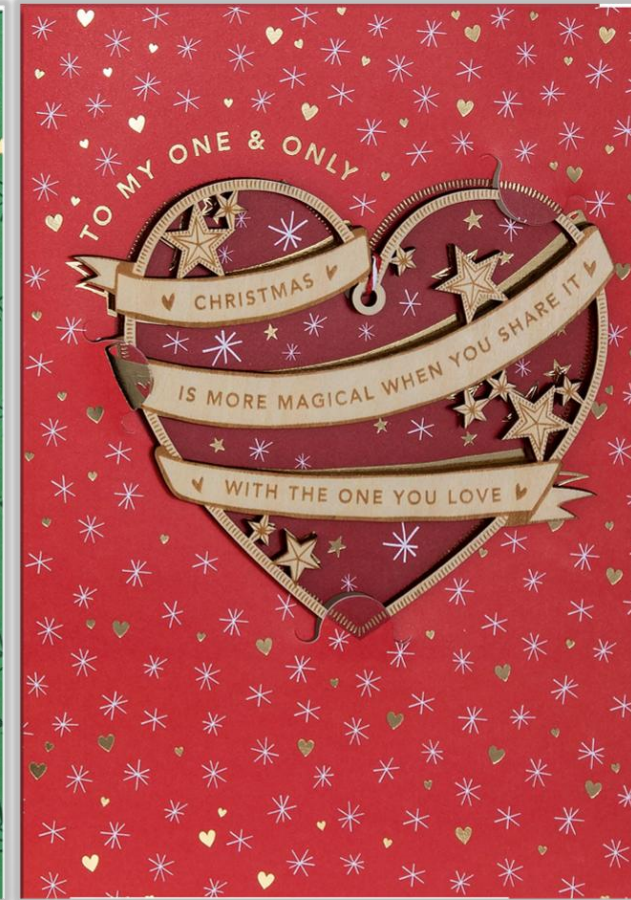
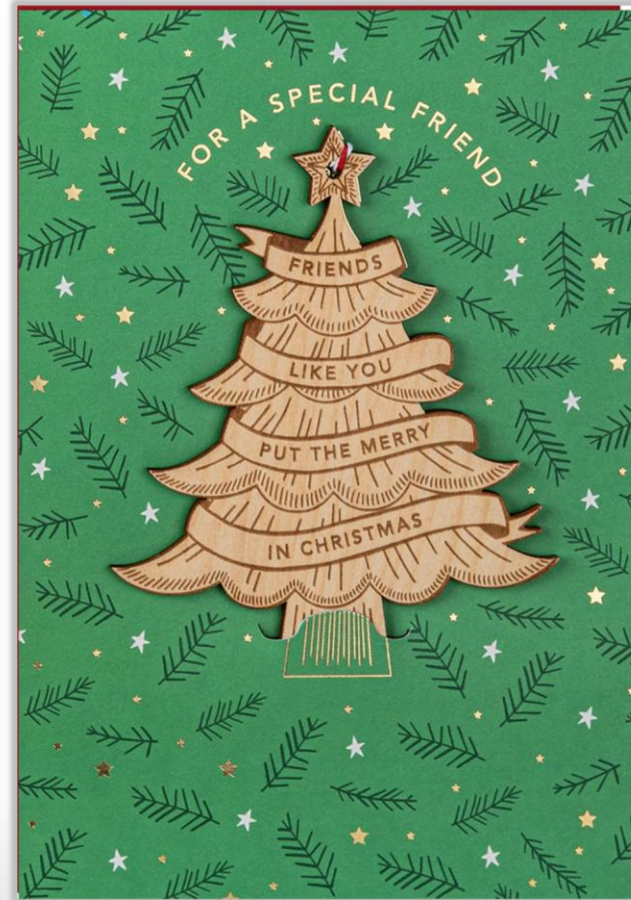


GSN &
GDTR
INCREASE
to 6 from 3



2026 LOOSE CARDS – SPECIAL MOMENTS

BEST
SELLER



\$12.00AUD/\$13.99NZRRP – includes collectable ornament

2026 LOOSE CARDS – 2 PRICE POINTS FOR SIGNATURE

TOP
SELLER



3 NEW
DESIGNS, 3
EXISTING
REPRICED
AT \$13



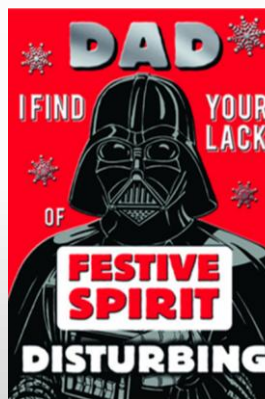
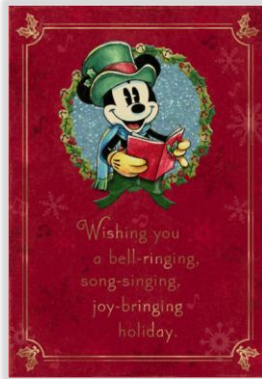
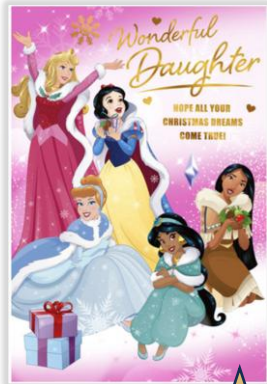
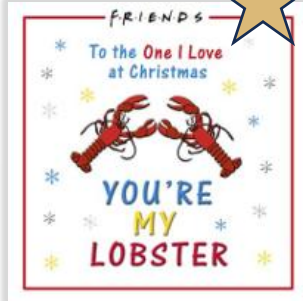
\$10.00AUD/\$11.99NZRRP

\$13.00AUD/\$14.99NZRRP

2026 LOOSE CARDS – LICENSES

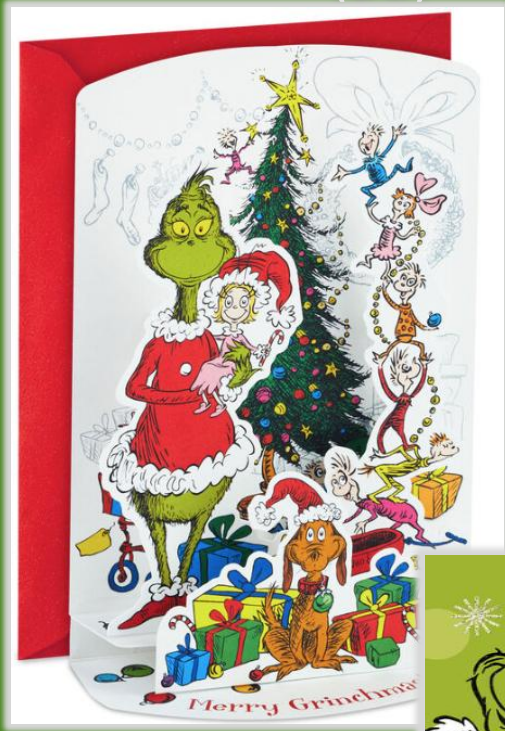
REPRINT

NEW
PROPERTIES



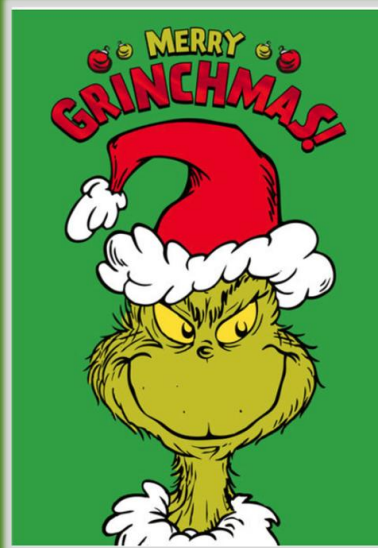
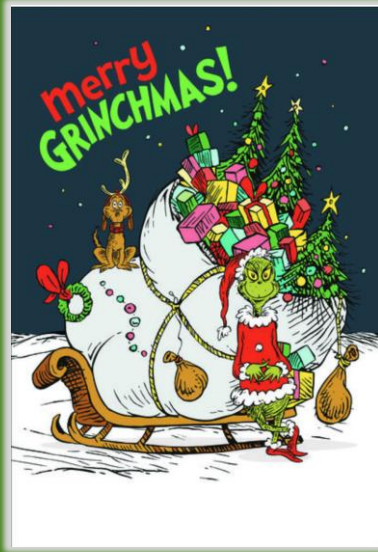
LOOSE CARDS:

NEW! 3D POP OUT CARD (\$8)
& EXISTING MONEY WALLET
(\$6)



BOXED CARD:

1 x \$10 Box



GP:

LARGE BAG & NEW!
RW



KEEPSAKES & GIFTING:



2026 LOOSE CARDS – MUST HAVE FOR INDIES CUSTOMERS

INCS
STICKERS

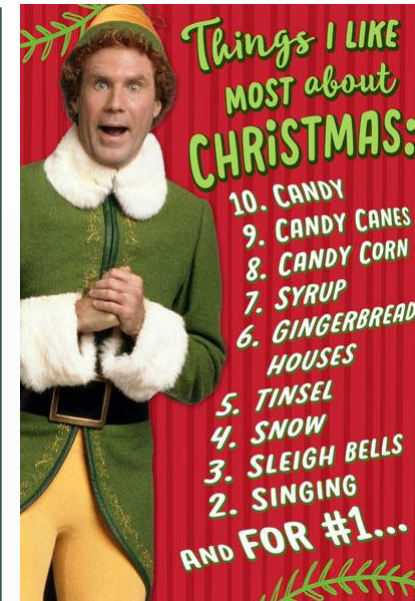
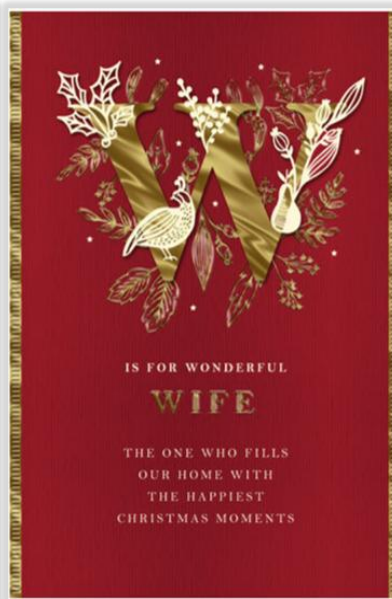
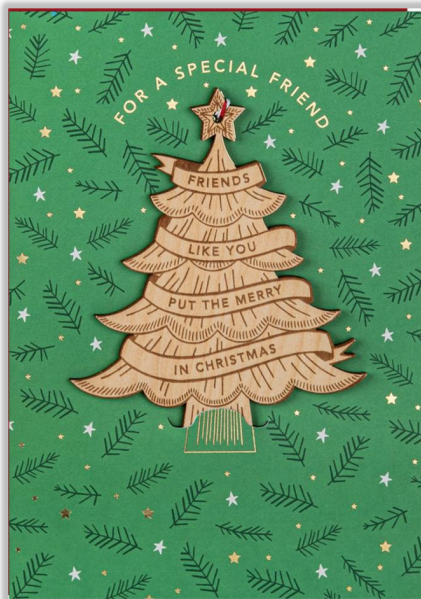
KEEPSAKE
SKUS

LARGE
CRD SKUS

PULL OUT
TAB SKU

NEW ELF
INTERACTIVE

POP OUT
GRINCH



2026 LOOSE CARDS – MUST HAVE FOR INDIES CUSTOMERS

\$13
SIGNATURE
SKUS

MUTIFOLD
WIFE&HUS

BOY/GIRL
FRIEND

RANGE
AUSTRALIANA

NEW
HAPPY
NEW YEAR





BOXED CARDS

BOXED CARDS PRICING ARCHITECTURE

\$6.00 RRP
10 cards

\$8.00 RRP
8 cards

\$10.00 RRP
8/10 cards

\$12.00 RRP
10 cards

\$15.00 RRP
8/16 cards



BOXED CARDS – WHAT'S NEW?

PRICE POINT:
\$8.00 RRP
SIZE: SMALL
SQUARE



PRICE POINT:
\$10.00 RRP



HUMOUR BOX
\$10.00 RRP



CHARITY
PARNTERSHIP:
GUIDE DOGS
(BOXED CARDS
ONLY)



BOXED CARDS – WHAT'S NEW?

**MORE
AUSTRALIANA**



\$8 RRP



\$10 RRP



\$12 RRP



\$15 RRP 4 design multi box

BOXED CARDS – WHAT'S NEW?

**MULTIFOLD
BOXED CARDS AT
\$15 RRP**



Size 150 x 150



BOXED CARDS – NEW CHARITY – GUIDE DOGS



🌟 **TOP 3** charity in Australia (2025)

Ranked #3 in Australia in the YouGov Charity Rankings, based on the Donor Consideration Score (likelihood Australians would support or donate)

🌟 One of Australia's **most trusted charity** brands

Consistently recognised in the Reader's Digest Annual Trusted Brand Awards, based on independent consumer research

🌟 **Why it matters**

Customers feel good supporting a charity they trust, which increases willingness to purchase when they see the Guide Dogs brand

References:

<https://yougov.com/articles/52086-yougov-charity-rankings-2025-australia>

<https://www.readersdigest.com.au/trusted-brands>

BOXED CARDS - NEW PACKAGING



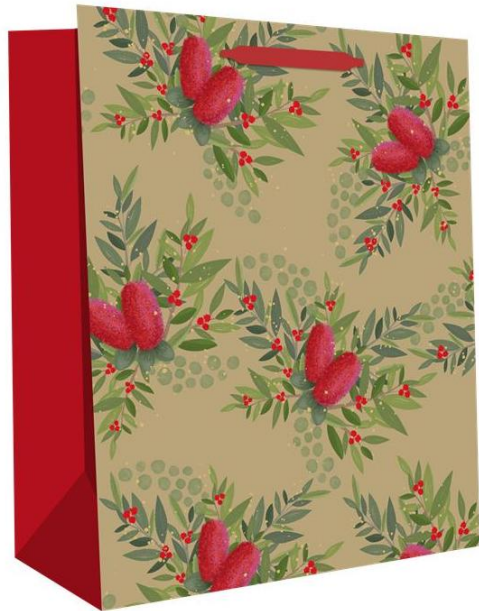


GIFT PACKAGING

GIFT PACKAGING RANGE BY PRICE POSITIONING

LARGE BAG \$7 | \$7.99
MED BAG/RW \$6 | \$6.99
SMALL BAG \$5 | \$5.99

LUXURY



LARGE BAG/RW
\$6 | \$6.99
MED BAG \$5 | \$5.99
SMALL BAG \$4 | \$4.99

PREMIUM



RW \$6 | \$6.99
LARGE BAG \$5 | \$5.99
MED BAG \$4 | \$4.99
SML/BOT/GC BAG \$3 | \$3.99

MID RANGE



XTALL RW \$7 | \$7.99
LARGE/BOT BAG \$4 | \$4.99
MED BAG \$3 | \$3.99

VALUE



EDAY XMAS GIFT PACKAGING – Natural Flora & White & Gold ALL FIRM SALE



Luxury Natural Floral Range:

- Heavier GSM Kraft Paper
- Gold Foil on the bags
- Red Ribbon Handles
- Co-ordinates with Boxed Card Set



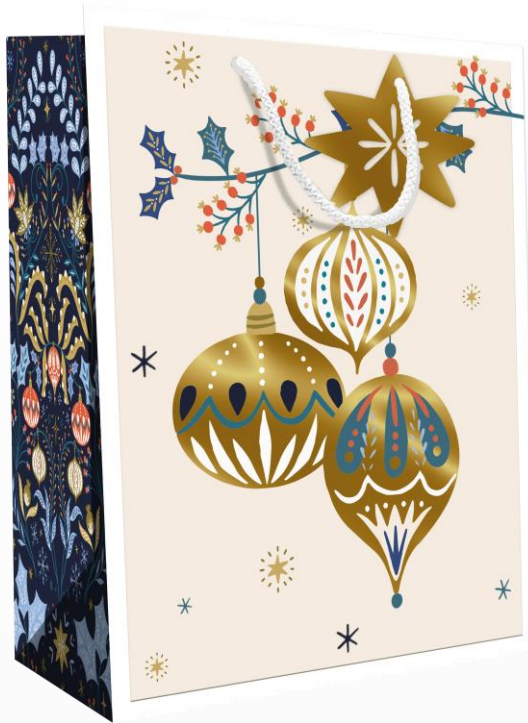
Premium White & Gold Range:

- Gold Foil on both bags
- Gold Ink on both bags
- Pale Gold Ribbon Handles
- Co-ordinates with Seasonal Gift Tag



LARGE/RW \$6|\$6.99
MED/BOT \$5|\$5.99
SML/GTAG \$4|\$4.99
LABEL \$3| \$3.99

GIFT PACKAGING – PREMIUM- OPULENT JOY CONTINUED



2 DESIGNS
IN CTN

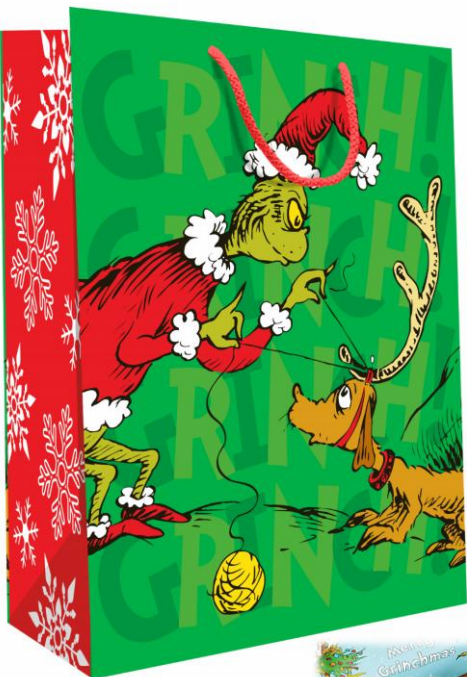


- All bags gold foil treatments
- Ribbon Handles
- NEW Gift Tag Pack – Single Design

ALL BAGS
LARGE/RW
\$6 | \$6.99

GIFT PACKAGING – PREMIUM – LICENSE

GRINCH



NEW!

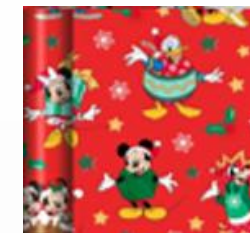


STITCH

NEW!



MICKEY & FRIENDS



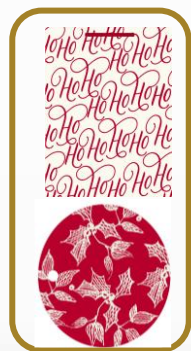
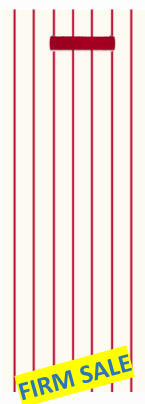
FOREVER FRIENDS



GIFT TAGS
\$4 | \$4.99
LABELS \$3 | \$3.99

GIFT PACKAGING – MID RANGE – VINTAGE & FLAIR

VINTAGE



- Large and Med bags Santa Is embossed
- 2 x Design Gift Tag Pack
- EDAY Bottle Bag

FLAIR



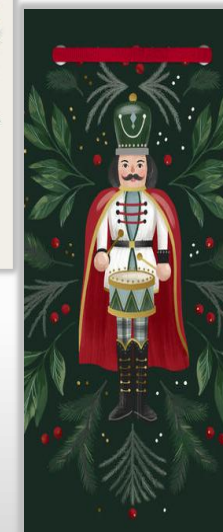
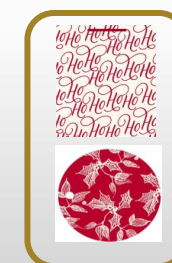
- Large Bag shape cut
- EDAY Med bag with gold foil
- NEW** gift card sized bag

GIFT PACKAGING – VALUE – FUN & TRADITIONAL

FUN – PLAYFUL ICONS



TRADITIONAL – add the Vintage Gift tags to order



- Both roll wrap XTALL
- 1 x roll wrap Christie Williams design

GIFT PACKAGING NEW DESIGN PHASE IN – 2026 Gift Tags/2027 Labels



GIFT PACKAGING: EXISTING EDAY PRODUCTS TO COMPLIMENT



X LARGE SQUARE \$5.00RRP

EDY Natural Flora -XTRA PREM

ALL FIRM SALE



ED RANGE

Y White & Gold -Premium



ALL FIRM SALE
EXCLUDING GIFT TAG



ED RANGE

Opulent Joy- Premium Seasonal

2
DESIGNS
IN CTN



FIRM SALE

ED RANGE
40042288

Licensed- Premium Seasonal



\$6RRP
All
bags
LRG

Christmas Vintage - Mid Seasonal



\$5RRP

TAGS - 2
Designs in
RS pack

ED RANGE
40045371

FIRM SALE

Christmas Flair- Mid Seasonal



FIRM SALE

FIRM SALE

NEW! GIFT
CARD SIZE
bag

Fun - Value Seasonal



MED bag

FIRM SALE

BOTH XTALL RW

Traditional- VALUE Seasonal



ED RANGE



GIFTING

CONTINUING SKUS



Better Together Santa & Reindeer Magnetic Plush

SKU: 1KCX2011AUS

RRP \$25

SOH: 1174 RS



Santa Zip Along

SKU: 1KCX3011AUS

RRP \$15

SOH: 1296 RS



**Merry-Okee
Interactive Microphone**

SKU: 1KCX2026AUS

RRP \$30

SOH: 1192 RS



**Grinch Sledding
Techno Plush**

SKU: 1XKT5555AUS

RRP \$50

SOH: 1322 RS



Better Together Dr. Seuss™ Grinch and Max Magnetic Plush

SKU: 1KCX1137AUS

RRP \$30

SOH: 1146 RS



**2026
KEEPSAKE
BUNDLES**

The background of the slide is a photograph of various Christmas ornaments (red, blue, green, silver, and gold) and white paper snowflakes scattered on a light blue wooden surface. The Hallmark logo, featuring a crown over the word 'Hallmark', is positioned at the top center, with the word 'ORNAMENTS' in a bold, sans-serif font directly below it.

Hallmark ORNAMENTS

2026
SELLING DECK

For full deck information please refer to the Ornament Trade Presenter

SRTs come pre-packed

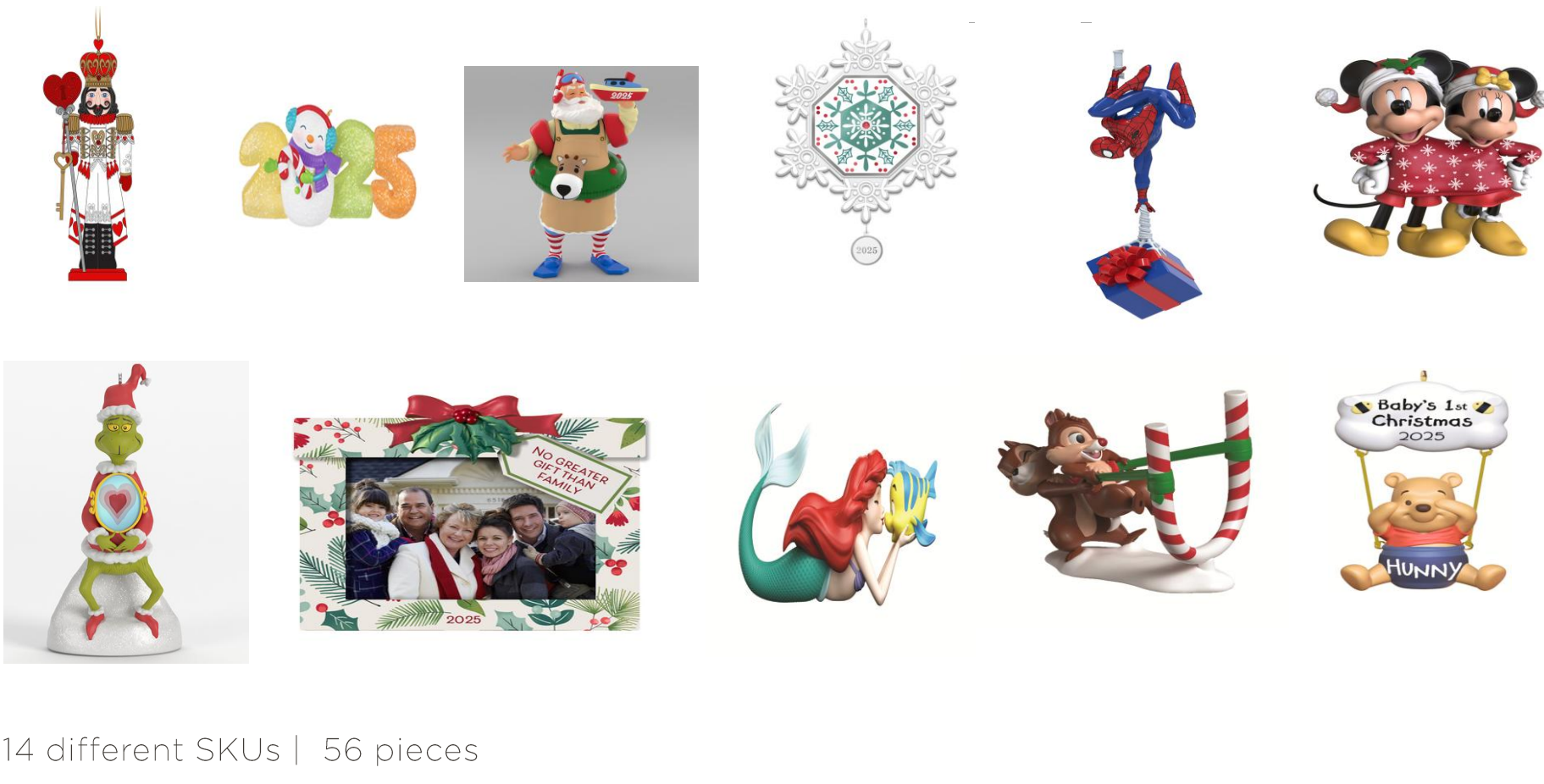
- Simply remove from outer carton & display

Recommended Location

- Prime location – register
Adjacent to seasonal gifting

INTRODUCTION BUNDLE

Our recommendation for retailers new to Keepsakes.








1 x Shelf-Ready Unit

14 different SKUs | 56 pieces

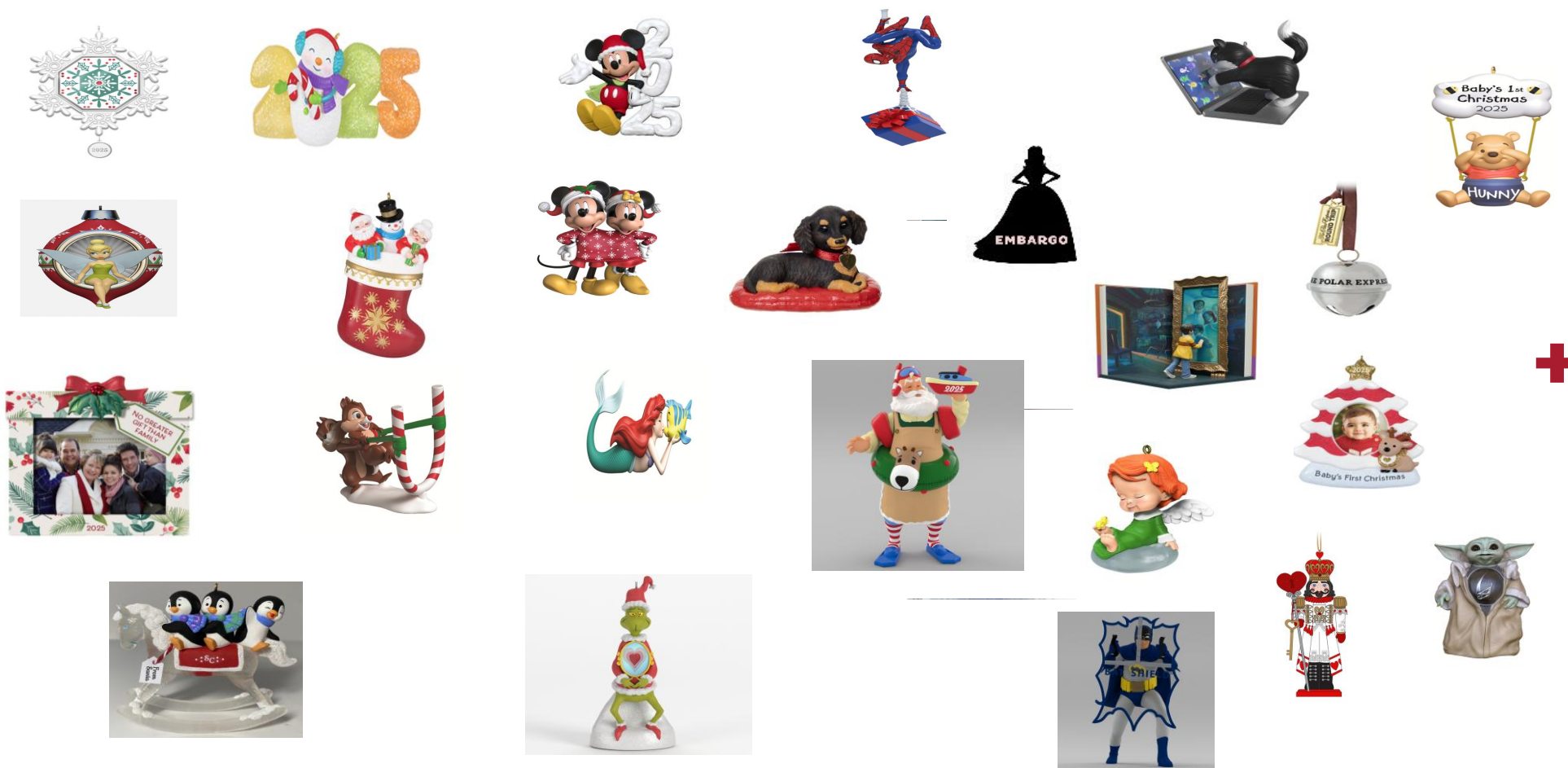
\$854+

2025 like-for-like SKUs pictured.. This presentation contains confidential information.



MEDIUM BUNDLE

A mix of our most popular series, Christmas, family & licensed SKUs complete with a CBM.



Hallmark
KEEPSAKE
— ORNAMENTS —



1 x Keepsake CBM

26 different SKUs | 140 pieces

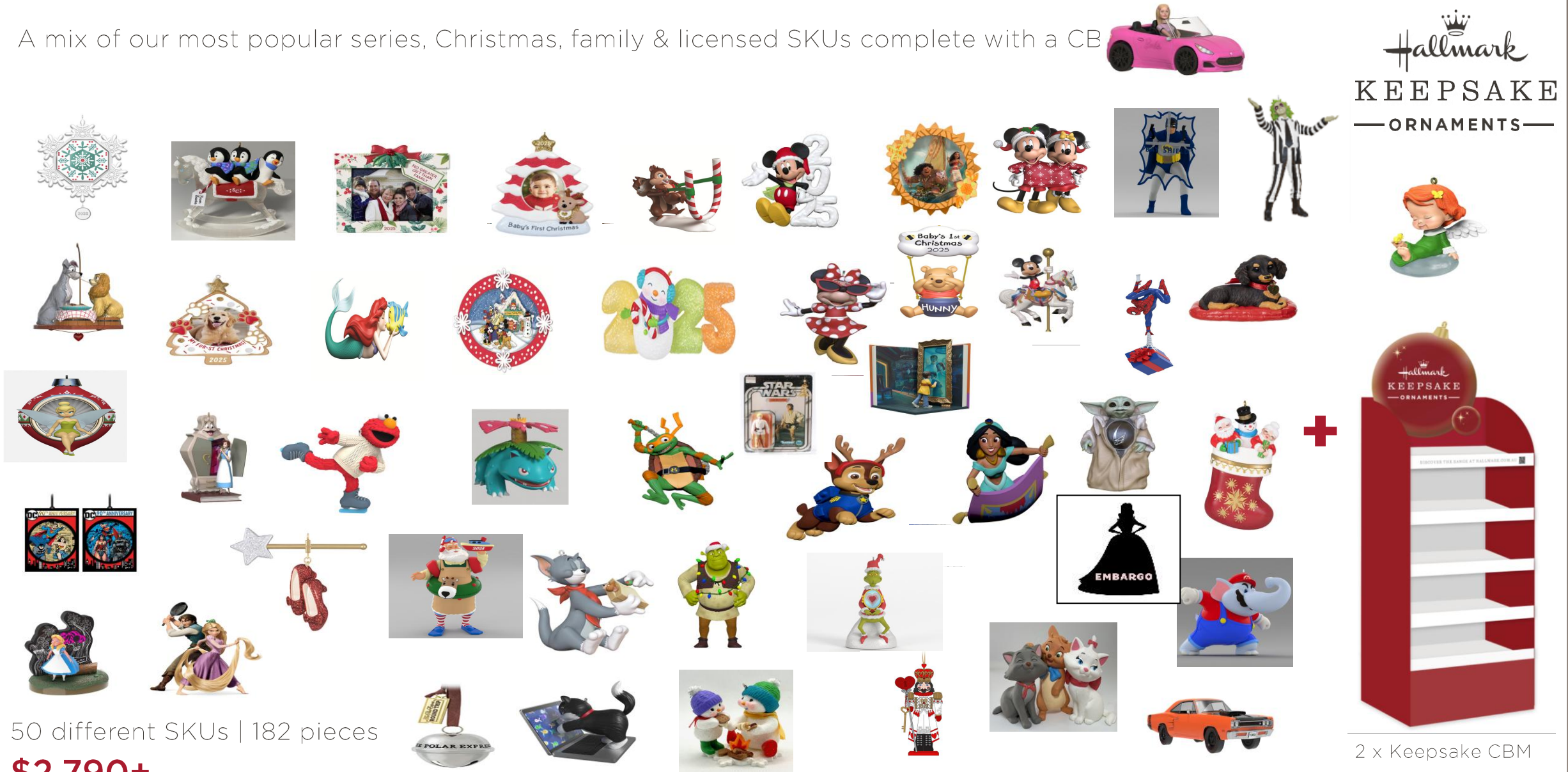
\$2000+

2025 like-for-like SKUs pictured. This presentation contains confidential information.



LARGE BUNDLE

A mix of our most popular series, Christmas, family & licensed SKUs complete with a CB



Hallmark
KEEPSAKE
— ORNAMENTS —

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For internal use only, unless otherwise agreed to by a corporate officer.

2025 like-for-like SKUs pictured. This presentation contains confidential information.





2026 Program

3 Iconic Licenses - 4 Winning Formats



ORNAMENTS



2026 ORNAMENTS – FAMOUS CHARACTERS

Proven
performers
year-over-
year.



UNRIVALED RANGE OF
HOT PROPERTIES AND
CLASSIC CHARACTERS

- *Fresh takes on classic characters.*



MATERIAL

Resin

AV. HEIGHT

7.6 CM

RRP

\$15.00

Pack Size

4

Wholesale Unit Price

\$28.00

PACKAGING

Individual
Box



2026 ORNAMENTS – PVC SNOWFLAKES

Cute,
sweet,
and boldly
unique.



FRESH TAKES ON
POPULAR LICENSED
CHARACTERS AT AN
APPEALING PRICE

- *Shatterproof material – great for gifting and ideal for kids.*
- *Classic characters you know and love.*



MATERIAL

PVC

AV. HEIGHT

7.62cm

RRP
\$8.00

Pack Size
4

Wholesale Unit Price
\$16.00

PACKAGING

Butterfly Label



2026 ORNAMENTS – MERRY MINIS

Super
cute and
stylish,
too.



FRESH TAKES ON
POPULAR LICENSED
CHARACTERS AT AN
APPEALING PRICE

- *Lightweight, shatter-resistant material*
- *Eye-catching styling and appealing metallic finish*
- *Easy gifting, great quick pick-up item.*



MATERIAL

ABS/Plastic

AV. HEIGHT

7.62 CM

RRP

\$10.00

Pack Size
4

Wholesale Unit Price
\$20.00

PACKAGING

Header Card



2026 ORNAMENTS – LICENSED NUTCRACKERS

An absolute
must-have
for any
festive fan.



CLASSIC CHARACTERS SHOWCASED AS TRENDING NUTCRACKER ICONS

- *Infuses classic characters you know and love with the trending nutcracker icon*



MATERIAL

Resin

AV. HEIGHT

10.16 cm

RRP
\$24.00

Pack Size
4

Wholesale Unit Price
\$48.00

PACKAGING

Individual
Box



2026 ORNAMENTS

2026 ORNAMENTS				
Format	Range	SKU	IMAGE	RRP
Famous Resin	Grinch			\$ 15.00
Famous Resin	Night Before Xmas	1SFH8326AUS		\$ 15.00
Famous Resin	Stich			\$ 15.00
PVC Snowflake	Grinch	2SFH1313		\$ 8.00
PVC Snowflake	Night Before Xmas	2SFH1309		\$ 8.00
PVC Snowflake	Stich	2SFH1312		\$ 8.00
Merry Minis	Grinch	2SFH1304		\$ 10.00
Merry Minis	Night Before Xmas	2SFH1300		\$ 10.00
Merry Minis	Stich	2SFH1303		\$ 10.00
Licensed Nutcrackers	Grinch	2SFH1230		\$ 24.00
Licensed Nutcrackers	Night Before Xmas	2SFH1219		\$ 24.00
Licensed Nutcrackers	Stich	2SFH1236		\$ 24.00

MODEL LINE NOTES:
 Pack Size 4
 250 Kits
 Good Range of RRP's –
 entry \$8 up to \$24

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 presentation
 contains
 confidential
 information.



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information.

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