

Testimonial – Hallmark

Larry Faitz – International Transportation and Customs Manager

Locating in Kansas City has its advantages

Hallmark Cards has been located in Kansas City for more than 100 years. It not only has its corporate headquarters here, but it has its largest distribution center located in Liberty along with its three manufacturing plants in Lawrence, Topeka, and Leavenworth, Kan. Location is key for this greeting card world headquarters.

“The Kansas City location puts us right in the middle of the United States, which also puts us in the middle of all major modes of transportation,” said Larry Faitz, International Transportation and Customs Manager.

Kansas City’s status as a prominent inland hub, its access to 5 class 1 rail lines, and more highway miles per capita than any other large metro area, contributes to Hallmarks decision to stay in the Kansas City area for all these years.

“With one of our distribution centers located here in the area, it is economical and efficient for us to use all the rail and intermodal resources in Kansas City,” said Larry Faitz.

Along with rail and highways, Hallmark Cards uses Kansas City’s airport for airfreight transportation. The airport is located just a short distance north of Kansas City and is one of the most cargo friendly airports of any major metropolitan area.

“The turnaround time for air cargo in this area is very timely. We can have our product back to our locations just a few hours after clearance,” said Faitz.

Location and transportation resources are a huge factor for Hallmark, but the Kansas City workforce does not go unnoticed. Kansas City has a metro area population of more than 2.1 million. With major Universities on both sides of the state line, Hallmark has plenty of young, talented, local people to recruit.

“We are very fortunate to be located in an area that has a quality workforce with a relatively low cost of living.”