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Huws Gray Group and Pro Ref agree new two-year partnership



Daksh Gupta, CEO of Huws Gray Group (right) & Howard Webb, Chief Refereeing Officer at Pro Ref (left)

Huws Gray Group and Professional Game Referees (Pro Ref) have agreed a new two-year extension to their partnership.

The enhanced agreement builds on the success of last season's innovative sponsorship deal and underlines the long-term commitment from both Huws Gray Group, a leading UK building material and solutions supplier, and Pro Ref to a partnership that has already delivered strong engagement across the professional game.

As official kit sponsor for the 2026/27 and 2027/28 football seasons, the Huws Gray Group logo will feature on the matchday and training kits of referees, assistant referees and VAR officials across English professional football. This includes matches spanning the Premier League, EFL, National League, WSL Football and FA Cup competitions.

The renewed partnership comes at an important moment for both organisations. For Huws Gray Group, it follows a period of significant growth, investment and acquisition, as the business continues to focus on consolidation, operational initiatives and building brand awareness across its estate. For Pro Ref, the partnership comes as the organisation enters a new chapter following its recent repositioning from Professional Game Match Officials (PGMO) to Professional Game Referees, which underpins an ongoing period of positive transformation. This transformation is focused on delivering the highest possible standards of refereeing across the elite levels of men's and women's football in England, enabling high-performing officials to progress through modern and dynamic

pathways, more investment in the next generation of talent and creating a clearer and more professional identity for the organisation.

The partnership will provide Huws Gray Group with continued visibility across the professional game, reaching millions of supporters in stadiums, through broadcast coverage, highlights programming, photography and social media. It will also provide further opportunities for Huws Gray Group to engage colleagues, customers and communities through football-led activations over the next two seasons.

Daksh Gupta, CEO of Huws Gray Group, commented:

"We are delighted to be renewing our partnership with Pro Ref for a further two seasons. We have had a fantastic response from colleagues and customers over the past year, and we are excited to build on that momentum. This renewed agreement reflects our confidence in the partnership and our commitment to continuing to grow the Huws Gray Group brand."

Last year's sponsorship was a major step forward for Huws Gray, allowing us to show who we are in a way that felt both relevant and inclusive, while aligning our brand with the values of fairness, integrity, professionalism and expertise."

Huws Gray Group has grown significantly in recent years and, as we continue to focus on consolidation and operational initiatives, raising awareness of what we stand for is hugely important. As we know from the current World Cup, and another important result for England on Saturday, football has a unique ability to connect with colleagues, customers and communities across the country, and this partnership gives us a powerful platform to do exactly that."

Howard Webb, Chief Refereeing Officer at Pro Ref, commented:

"We are delighted to extend our partnership with Huws Gray following a successful first season of collaboration. They have been a valued partner during an important period of evolution for our organisation and we're pleased to continue that relationship as we enter an exciting new chapter."

Huws Gray shares our commitment to professionalism, performance and continuous development - we look forward to building on what we have already achieved together."

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Notes to editors:

Huws Gray Group is a UK leading building materials and solutions supplier, committed to making building better.

Founded in 1990 from a single branch in Anglesey, the Group has grown significantly over the past 35 years through a combination of organic expansion and strategic acquisitions.

Following the acquisition of several brands from Grafton plc in January 2022, Huws Gray now operates from over 330 trading and distribution locations, employing around 4,300 colleagues across the UK.

Huws Gray Group goes beyond supplying materials, supporting customers at every stage of the building lifecycle. From foundations to finishing touches, Huws Gray offer end-to-end project support for tradespeople and the DIY market, with a comprehensive product range including building materials, plant and tool hire, power tools, doors, windows, kitchens, bathrooms, plumbing and heating supplies, and bespoke manufactured lintels and roof trusses.

A premier national distributor of lintels, drainage, civils materials and insulation, and a leading timber importer, serving trade, and corporate customers.

Huws Gray Group are committed to making building better and offer sustainable choices across their product ranges.

Pro Ref

Professional Game Referees (Pro Ref) is the organisation responsible for the training and development of match officials across the men's and women's professional game in England.

The organisation is going through a period of significant and positive change. Having grown and evolved, we've created a new identity and strategic repositioning to underpin that work, focused on providing opportunity, presenting us in a more contemporary light and simplifying how we communicate as well as retaining our desire to help make refereeing in England aspirational for all.