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Huws Gray completes the first phase of its refreshed signage and branding rollout



Huws Gray CEO Daksh Gupta with the Stevenage branch team following its rebranding

Huws Gray, a leading national building materials supplier providing end-to-end solutions to tradespeople and the DIY market, is pleased to announce it has completed the first phase of its branch rebranding programme following the launch of its refreshed corporate identity.

The first phase has brought the new branding to branches and support centres in Grimsby, Stevenage, Pampisford, Llangefni, Ruislip, Coventry, Wellingborough, Gaerwen, Whitchurch and two sites in Cambridge, Norman Way and Nuffield Road. These sites were selected in order to ensure a mixture of building types and a geographic spread.

Designed to create a cleaner, brighter and more modern appearance, the programme includes refreshed external signage and a respray of branch exteriors, providing a more consistent and recognisable experience for customers across the Group.

The new signage and branding forms part of Huws Gray's rollout of its new branding, including to its fleet and corporate website, and its continued investment across its branch estate, systems and customer experience following a period of significant growth and consolidation.

Daksh Gupta, CEO of Huws Gray, commented:

"Our refreshed branding and signage represents the continued evolution of the Huws Gray brand, forming a key part of our journey to enhancing customer experience and better represent our corporate strategy and identity. Huws Gray has undergone a period of significant strategic growth, and refreshing our visual identity is critical to ensuring consistency across the estate and driving engagement with a wide range of customers. The refreshed sites are looking fantastic, and we look forward to rolling this out further in due course."

Huws Gray was pleased to work closely with Designs Signage Solutions on the branding and signage refresh.

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Media enquiries:

Hudson Sandler – huwsgray@hudsonsandler.com / +44 20 7796 4133

Notes to editors:

About Us:



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 350 trading and distribution locations, employing around 5,000 colleagues across the UK.

Huws Gray 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.



HuwsGrayGroup
Making Building Better