

25 August 2026

Huws Gray continues investing in its showrooms and appoints new director to lead this offering



James Davis, Showroom Director, at Huws Gray's Hay-on-Wye showroom with a National Trust Kitchen – Blickling in Midnight Blue

Huws Gray, a leading national building materials supplier providing end-to-end solutions to tradespeople and the DIY market, is pleased to announce it is continuing to invest in its showroom offering, including the appointment of its first ever Showroom Director.

With experience across several leading retail and builders' merchant brands, James Davis joins as Showroom Director and will lead Huws Gray's national showroom strategy. With over two decades of sector experience, James started his career at Homebase before holding a number of leadership roles at Magnet and Benchmarx Kitchens & Joinery. In his new role, James will be responsible for optimising Huws Gray's showroom offering and ensuring a strong customer experience is provided at all of its branches.

Huws Gray continues to see an opportunity to evolve this offering, with 80% of its showrooms having been renovated over the last 12 months. The latest round of showroom refurbishments includes Penrith, Dyffryn, Grimsby, Stamford, Lincoln, Sutton in Ashfield and Nuneaton, creating a consistent customer experience across the Group. A key focus here has been on profiling the award-winning National Trust kitchens, which are exclusively provided by Huws Gray.

The investments in showrooms represents an important strategical growth driver for Huws Gray and is demonstrating encouraging results, with Huws Gray's showrooms outperforming the underlying market during the first five months of 2026*. This performance reinforces Huws Gray's confidence that its continued focus on providing a high-quality customer experience and investing in its estate will drive growth.

Daksh Gupta, CEO of Huws Gray, commented:

"I'm delighted to continue our investments in our showrooms, including welcoming James to Huws Gray. With considerable sector experience and expertise, we look forward to benefitting from James' insights as we continue to drive this area of the business. We will continue to focus on investing in our estate, providing an excellent customer experience and showcasing our attractive product range to accelerate sales growth."

James Davis, Showrooms Director, added:

"I'm incredibly excited to join Huws Gray at such a pivotal point in the development of both the Group and the showroom proposition. I look forward to leveraging my experience to build on the investments being made here, further strengthening our showroom offering and supporting our colleagues to deliver an outstanding service and customer-focused approach."

** According to market data from BMBI*

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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.