



Breedon strengthens national Minimix concrete offering through acquisition of Hardcrete

Kings Langley-based Hardcrete strengthens Breedon's minimix service via new acquisition

The move marks a key milestone in Breedon's ambitious strategy to expand its minimix service provision as a national provider with a local supply chain

Essential construction materials provider [Breedon Group Plc](#) has acquired Hardcrete Minimix Concrete as part of its ongoing investment in expanding and strengthening its national minimix concrete service.

The acquisition enhances Breedon's operational capabilities in the South of England, combining their national scale and resources with Hardcrete's trusted local reputation and regional expertise. Hardcrete will continue to serve customers across Hertfordshire, London and Middlesex.

Breedon Minimix delivers smaller loads of ready-mix concrete to projects needing lower volumes, or sites with restricted access. It operates through trusted local brands including 1st Mix and Express Minimix, and the acquisition of Hardcrete provides an opportunity to further develop and strengthen this model.

Ian Smith, Managing Director for Cement and Building Products at Breedon GB, said: "Hardcrete is a strong, valuable addition to Breedon and reflects our continued commitment to investing in businesses that strengthen our market position in key regions and support our long-term growth strategy as nationally trusted concrete suppliers.

"This acquisition enhances our south east coverage, enabling us to offer the reliability, quality and service our Minimix customers expect as we expand our geographical coverage. With over 100 trucks operating out of more than 130 locations, we continue to lead the UK market in minimix concrete."

Jeremy Edinborough, General Manager for Minimix at Breedon GB, added: "We're delighted to welcome Hardcrete to the Breedon family. Their strong reputation and established presence support our ambitious plans to grow the Minimix brand across

the country. The Hardcrete brand and team will continue to operate in the way they always have. They've been part of its success historically, and will be in the future too.

"This acquisition is a big step forward as we increase throughputs at strategically important sites such as Luton, Stevenage, Theale and Woodham."

Joely Fletcher, Administration and Compliance Manager at Hardcrete, said: "I have been fortunate enough to watch my parents work extremely hard to create and develop Hardcrete from the ground up over the last 25 years and I've helped to manage it for almost 13 of those years.

"Being acquired by the Breedon Group is extremely exciting for the future of Hardcrete because it means that we have the support and security to continue to provide our customers with the highest level of service and quality ready-mixed concrete & concrete pumping services that we pride ourselves in providing. I'm very proud that my parent's legacy will be able to live on and evolve for many years to come."

Further information about Breedon's Minimix service offering can be found here:

<https://www.breedonminimix.com/>

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