



Houston Shell & Concrete gets new look

*By Katherine Feser
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Photo: Houston Shell & Concrete

IMAGE 1 OF 5

Houston Shell & Concrete serves small contractors and the do-it-yourself market.

Houston Shell & Concrete, a name in the construction industry for more than 70 years, has unveiled new branding with a color scheme of orange, blue and white.

The Houston-based ready-mix concrete supplier, also known as HSC, serves smaller contractors and do-it-yourself customers. As part of global building materials company Cemex since the 1980s, HSC delivers concrete from 21 locations in the Houston area as early as 4 a.m.

The company specializes in serving smaller customers and offers minimum orders of 3 cubic yards compared with the traditional 10 cubic yards that would load a truck.

"Our customers can request custom mixes and delivery schedules to fit their project needs," Houston Shell & Concrete sales representative Guadalupe Vasquez said in an announcement.

HSC serves about 1,000 customers annually.



Photo: Houston Shell & Concrete

IMAGE 2 OF 5

Houston Shell & Concrete unveiled a new look.



Photo: Houston Shell & Concrete

IMAGE 3 OF 5

Houston Shell & Concrete operates from 21 locations in the Houston area.



Photo: Houston Shell & Concrete

**Houston
Shell &
Concrete**

IMAGE 4 OF 5

The new logo for Houston Shell & Concrete.