

Mead Lumber Completes Rebranding of Knecht Home Center Locations

Employee-owned company unites brands across Wyoming and South Dakota while honoring local roots and shared history

Omaha, Nebraska, October 23, 2025 – Mead Lumber has completed the renaming of its four Knecht Home Center locations in Wyoming and South Dakota. The transition officially brings the Gillette, Sheridan, Spearfish, and Rapid City locations under the Mead Lumber name, unifying the company's brand across the region while honoring Knecht's long history of service to builders and homeowners.

Each location marked the change with a ribbon-cutting ceremony that included customers, vendors, and members of the local chambers of commerce. Attendees enjoyed refreshments and tours while celebrating the new signage and updated branding.

The renaming reflects Mead Lumber's company-wide rebranding initiative, launched in 2023, to create a consistent identity across all business units. Founded in 1910, Mead Lumber purchased Knecht Home Center in 2000, joining two companies with deep local roots and shared values. Knecht's history dates back to 1928, and both brands have built their reputations on strong relationships with customers and communities. As a 100% employee-owned company, Mead Lumber takes pride in its team and the commitment they bring to serving local markets with the personal touch of a hometown business.

"Our company has an amazing history, and we're proud of where we came from," said Dave Anderson, President and CEO of Mead Lumber. "As we continue to grow, we never want to lose that small-town feel that defines who we are. The best is yet to come."

A final renaming event will take place at Mead Lumber's Cañon City, Colorado, location in the second quarter of 2026.

The attached photo is from the renaming ceremony held on October 22 at the Rapid City West location. It features the Mead Lumber Board, Senior Leadership Team, Rapid City West employees, vendors, and community members. Pictured around the plaque are Dave Anderson, President and CEO; Michael Van Osdol, Retail Manager; Zach Shull, Contract Sales Manager; and Stephen West, Regional Manager. For photos from the other ribbon cuttings (Gillette, Sheridan, Spearfish, and Rapid City East), contact Barry Kriha at the information below.

About Mead Lumber

Mead Lumber is a 100% Employee Owned company that has become one of the leaders in the building materials industry, ranking in the top 10 nationally for companies serving Professional Builders. Mead Lumber now has 53 locations in Colorado, Kansas, Iowa, Missouri, Montana, Nebraska, Oklahoma, South Dakota, and Wyoming, including six truss and wall panel manufacturing plants and a countertop manufacturing facility. Mead Lumber specializes in providing a complete line of materials to builders and homeowners including lumber, building materials, trusses & wall panels, millwork, kitchen cabinets and countertops, siding, decking, windows, doors and hardware.

For more information on Mead Lumber, visit www.meadlumber.com or call Barry Kriha, Director of Marketing, Communications and Branding at (531) 710-3200 or email at barry.kriha@meadlumber.com.