

REAL ESTATE WEEKLY

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Resnick rolls out new uniform program

The uniform design and manufacturing firm I. Buss & Allan Uniform has worked with the ownership at Jack Resnick and Son's to come up with a new look for the firm's engineers.

The new uniforms will be worn in 11 of the New York buildings owned by Resnick.

I. Buss & Allan is also introducing new ties for Security and Concierge in these buildings, announced Jennifer Busch, the chief executive officer. The ties will be unique to the Resnick account. They are gray and black, and have a silver wave-like pattern, which complements

the tailored black suit with the square JR logo on the left front.

The engineers' uniforms include a light gray shirt, charcoal work pants, and a logo in Resnick blue that matches the logo on the Resnick business cards.

"Well conceived and highly attractive uniforms created by I. Buss & Allan have played, and continue to play, an important role in the branding of our buildings as well as our company," said Jonathan Resnick, president of Jack Resnick & Sons.