



I. Buss & Allan completes redesign of uniforms for The Durst Org.'s commercial portfolio

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Employees of The Durst Org. who work in its nine commercial properties are now sporting new uniforms designed and manufactured by I. Buss & Allan Uniform, according to Jennifer Busch, chief executive officer of I. Buss & Allan.

The uniforms vary according to role, with different outfits for security staff and concierges, porters, cleaning staff, engineers and foremen. Each outfit, however, features the iconic Durst logo embroidered in a custom shade of blue. The blue logo also appears in custom-designed patterned ties for the security and concierge staff, who also wear black suits. The cleaning staff has uniforms dyed a unique shade of blue with contrasting blue buttons.

Durst executives were actively engaged in the design process. "Designing and manufacturing the uniforms was a collaboration between I. Buss & Allan and The Durst Org.," said John Mongello, director of building services for The Durst Org. "We worked together through every step of the process and generated a product that works well, looks good and makes us and our employees proud."

"It was an exciting challenge to develop a design that reflects the strength of the Durst brand," said Busch. "By working closely together with key members of Durst's leadership team, we were able to develop a style that conveys the contemporary, sleek, forward-thinking, and high-end image associated with Durst buildings.

"I should also note that the Dursts are one of New York City's most legendary and highly respected real estate families, and that it has been an honor to work with them."

The new uniform program is a full-service rental that includes such eco-friendly measures as recycled hangers and plastics and green products for cleaning.

I. Buss & Allan is also working with Durst and The Port Authority on uniforms for the new building at One World Trade Center.

Founded in 1892, I. Buss & Allan is a fourth-generation family-run, woman-owned business specializing in custom-made and stock uniforms. The firm's clients include residential and commercial real estate entities, hotels, private clubs, restaurants, police departments, fire departments, universities and security firms.

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