



TRITEC launches brand refresh with renewed commitment to community collaboration

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East Setauket, NY TRITEC Real Estate Co., a leading provider of mixed-use communities, multifamily housing and commercial real estate solutions in Long Island and Northern VA, has launched a new brand identity, with the aim to renew and strengthen the company's commitment to community collaboration, sustainable development, and responsible building. The new identity elevates and simplifies the look and feel of TRITEC and all of their divisions - development, construction and asset management - while remaining grounded in their 35-year history.

TRITEC rebranded to help define the forward movement of the company and its signature services. "Strengthen Communities Together," a new tag line on the website's home page, speaks to the collaborative process valued by the firm.

"The pandemic and subsequent economic crisis has emphasized the importance of community," said TRITEC principal Bob Coughlan "Government, business, and residents need to work together to ensure the success of the whole. At TRITEC, we believe that a holistic approach, using economically, environmentally, and socially sustainable strategies can create value for our communities and occupants now and in the future."

"We have built our reputation around exceeding our employees' and customers' expectations, creating quality without compromise and delivering results that honor the communities we build in," said TRITEC principal Jim Coughlan "TRITEC believes that the way to succeed financially is to do right by the people we work with and the neighborhoods they love."

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