

# FOR IMMEDIATE RELEASE

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## **RW Buff Inc. Announces the Release of a New Company Logo**

*The new RW Buff Inc. logo symbolizes the dedication of the company brand to excellence in all areas of the construction industry*

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Today RW Buff Inc. released a new company logo as part of a company-wide branding initiative focused on leadership and excellence in all areas of construction. RW Buff Inc. has attained a 20-year history of superior achievement in custom home construction, commercial construction, and building renovation. The conceptual basis for the new logo and branding campaign is to educate potential customers on just how many construction services are offered by all divisions of RW Buff Inc.

“There is a misconception in the region that RW Buff Inc. strictly handles large custom home construction,” explains company owner Bob Buff. “While we have differentiated ourselves by leading the custom and prestige home market in the Poconos, we also bring those same superior construction skills to smaller home constructions, remodeling, and renovations, as well as commercial building construction and renovation.”

The new RW Buff logo features the company’s signature home design graphic supported by a building foundation comprised of the words Buff Construction. The new logo will be publicized through varying marketing activities in the months to come.

The company website, [www.rwbuff.com](http://www.rwbuff.com), will also be a resource used to support the

launch of the new logo by showcasing the many projects completed by RW Buff in all areas of construction. A complete photo gallery categorized by project type is currently available for review.

Buff continues, “We have completed notable projects of many sizes and across every market type in construction. The launch of our new logo signifies RW Buff Inc. dedicating our full attention to growing all of these business sectors for our organization.”

As summed up by Buff, “If you are thinking of starting a construction or renovation job in the Poconos, we want you talking to us!”

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*For over 20 years RW Buff Inc. has provided their clientele with distinctive service, superior construction capabilities, and thoughtful architectural details for finished projects suited to the most discriminating tastes. The company offers service lines, which include custom home construction, remodeling, commercial construction, and commercial renovation. A dedication to client satisfaction and a reputation for integrity are the hallmarks of success for RW Buff Inc. To learn more about RW Buff Inc. and their many notable projects, visit [www.rwbuff.com](http://www.rwbuff.com) or call 570-476-5437.*