

## Bloomer Telephone Company is now Bloomer Broadband!

Bloomer Telephone Company has a rich history in Bloomer and beyond. The company has kept people connected since before the internet even existed! Here's a quick look at the evolution and innovation over the last 120+ years:

- **1901** Bloomer Telephone Company was formed, providing a 100-line capacity switchboard
- **1980** one-party telephone service offered (no more nosy neighbors on your phone line)
- **1995** dial-up (28.8 Kbps) internet offered (and we thought *that* was amazing)
- **1997** high-speed (10 Mbps) internet offered (yes, 10 Mbps was "high speed" back then!)
- **2007** the city of Bloomer receives internet powered by a 100% fiber-optic network
- **2017** fiber-optic network brought *truly* high speeds of 1000 Mbps or 1 Gig speeds
- **2023** some service areas will see 2500 Mbps or 2.5 Gig speeds

With all this amazing growth and high-tech innovation, and close to three decades of offering internet service, it was time to ensure the company name and brand reflected this. Introducing...

# BLOOMER

## BROADBAND

The fresh logo and updated look perfectly capture the company's small-town friendliness, commitment to always staying one step ahead, and connection to the people Bloomer Broadband serves. The bold typeface and overlapping O's in the logo represent strong connections: between Bloomer Broadband and its customers, and its customers and the world. The new brand pays tribute to the company's history by keeping "Bloomer" in the name and using a similar color palette—with a "twist of lime". This additional color helps Bloomer Broadband stand out from the competition and creates a fresh, new look.



*“Since our founding, we’ve had our eyes on the future, investing in new technologies to keep our communities connected,” said Kent Klima, General Manager at Bloomer Broadband. “We are proud of our history, but our services have evolved, and our brand needed to, as well. This rebrand honors our roots while better reflecting who we are today—and it’ll position us well for future growth.”*

You may be wondering what changes this new name and brand bring. Not much. You’ll notice the new branding inside and outside the office and within the company’s marketing materials. But Bloomer Broadband is still the same great company, located at 1120 15<sup>th</sup> Avenue, in the heart of Bloomer, with the same fantastic leadership and staff. And Bloomer Broadband will continue its commitment to supporting local charities and events and offering scholarships for high school students.

**Want to check out the new brand in action? Stop by the Bloomer Area Aquatic & Recreation Center, 1731 17th Ave, Bloomer, and check out the Bloomer Broadband display throughout April. And while you’re there, you can enter for a chance to win free internet! For the kids, the company is offering a coloring contest that runs until April 15, so be sure to grab a few coloring pages, too.**

To learn more about Bloomer Broadband, visit [www.bloomer.net](http://www.bloomer.net) or stop by the office to say hello or ask about internet, TV, and phone services. The local hometown staff would be happy to serve you!