

Innovation in West Michigan

Fiber Optics



The Holland BPW has been building the area's fiber optic network since the early 1990s. What began as an innovative approach to improving communications between our substations has expanded to become a fiber optic infrastructure connecting most of the Holland BPW's geographically distributed electronic equipment.

High-Speed Telecommunications

This fiber optic structure also provides high-speed telecommunications access to the Greater Holland area's local governments, schools, small and large businesses, medical offices and community service organizations. Our role in the growing fiber universe is to provide a system "backbone" or highway; we do not provide content. The HBPW presently owns nearly 100 miles of fiber optics cable, and provides two service options: Ethernet Bandwidth and Dark Fiber.

Fiber's Value and Desirability Continues to Grow

New Fiber Lines

Since 2005, we have added several new fiber customers and expanded the reach of several others. Our newest customers include Magna Donnelly, Technocoat/Nu-Var, T2 Communications, Buhler Prince and Berghorst Enterprises.

Longtime customers, including the Ottawa Area School District and Holland Hospital, continue to connect more of their facilities with Holland BPW fiber.

Integration with our Infrastructure

Fiber optics plays an increasingly important role in our own infrastructure as well.

Fiber's value and desirability continues to grow. That's why when Internet powerhouse Google announced plans to build and test ultra high-speed broadband networks in a small number of trial networks across the country, we led a community wide effort called the Holland-Google FiberTown Initiative.



Our campaign incorporated city and county proclamations supporting the initiative; letters of support from community and business leaders; a variety of clever, fun and informative videos about Holland; and the use of social media to spread the word, including Facebook, Twitter and LinkedIn. Although Google has yet to announce its selected cities, the outpouring of public support for the FiberTown Initiative shows Holland is a forward-facing community. We envision a time when every home and business in our service area has a lightning-speed connection through fiber to the information superhighway.