Electricity Ashburton (trading as EA Networks) is the owner and operator of the region’s electricity distribution in Mid-Canterbury, New Zealand.

Starting in 2008, the company undertook a AUS$70 million plus development of a high-speed fibre optic network, designed to increase performance and stability to the company’s rural, commercial and residential customers.

At the heart of this ambitious project was Emtelle’s FibreFlow™ blown fibre solution. FibreFlow™ offers various characteristics that made it the obvious choice for EA Networks – FibreFlow™ allows rapid installation (up to 6km of conduit a day) and both network capacity and reach can be increased without disruption to existing infrastructure (new fibre is simply blown into pre-installed ducts).

“This offers many benefits because we don’t have to estimate end-user demand. This ability to increase fibre capacity in line with consumer demand reduces our initial startup costs.”

Brendon Quinn, Network Manager, EA Networks

EA Networks worked closely with Emtelle, supported by Ideal Electronics’ Darryl Moloney.

“We’ve had very good product and technical support from Emtelle. Emtelle is an end-to-end solution, so we don’t have to rely on multiple suppliers. Emtelle is also well supported with a network of accredited installers.”

Darryl Moloney, Data & Communications Regional Manager, Ideal Electronics Supplier South Island.

Today, EA Networks has installed over 450km of fibre, offering speeds of up to 25Mb/second (residential) and 30Mb/second (business). This increased bandwidth and accessibility are essential to generating economic growth, requiring challenging and exciting infrastructure projects in both Australia and New Zealand. At Emtelle, we are excited to be a part of these projects and believe we offer the technical, financial and strategic benefits that no other company or solution can match.

“There’s no faster way to deploy fibre than blowing it through tubes with compressed air. Emtelle developed this technology and is the market leader. We provide a range of pre-assembled solutions to connect premises to the network.”

Asia Pacific Business Development Manager, Emtelle