

New Zealand's Telecom becomes bright Spark

WELLINGTON, NEW ZEALAND - New Zealand's largest telecommunications carrier, Telecom Corp., has changed its name to Spark, saying the re-branding will better reflect its expanding activities in the digital age.



Simon Moutter the head of Spark says the rebranding of the company – which changed its name from Telecom Corp – better reflects the company's offering to customers. Image: [Stuff](#)

Managing Director Simon Moutter said a new name was needed because Telecom, which was formed in 1987 when it was split from New Zealand Post, had evolved into more than a simple telecommunications firm.

"We now do much more than provide a copper line telephone service and we no longer own the fixed line network," he said.

"We're into a whole raft of new technologies. Business cloud services, data centres, Internet TV, whatever new is available from us. The Telecom brand simply didn't reflect this new world," Moutter said.

Plans for the new name were announced in February, when the firm posted a modest 2.5% rise in interim net profit of NZ\$167m. Full-year results are set for release on 22 August.

Source: AFP via I-Net Bridge

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