

# Syringa joins field of cellular phone service providers

**Name of Business:**

Syringa Wireless, LLC

**Store Address:**

690 W. Quinn Road, in Pocatello

**Owners:**

The partner/owners include Albion Telecommunication Company, **Direct Communications** of Rockland, Filer Mutual Telephone, Silver Star Communications and Project Mutual Telephone.

**Products/Services Offered:**

Syringa Wireless is a new cellular phone service available in Southern Idaho offering local, regional and national coverage plans. Syringa will provide superior local cellular phone coverage because we will build towers in key rural locations rather than just along the freeway. Coverage will stretch from Filer to Rexburg and cover all the towns in between (Jerome, Rupert, Burley, Albion, Raft River, Declo, Heyburn, American Falls, Pocatello, Chubbuck, Blackfoot, Idaho Falls). Local coverage also includes the I-15 and I-86/I-84 corridors in Southeast Idaho. Syringa has negotiated roaming agreements with all major carriers of similar technology. If customers roam onto any of these major carrier's towers they are not billed for roaming; the minutes are simply counted as anytime minutes on your rate plan. Syringa Wireless is using cutting edge technology, specifically "1X data" to send and receive e-mail as well as for text and picture messaging. In addition Syringa Wireless offers all of the latest accessories our customers want most such as Bluetooth headsets and the latest models in cellular phones (Razr, Slider, UTStarcom, Strobe, etc.).

**How long in business:**

Since Jan. 2.

**Hours:**

Mon.–Fri. 9 a.m. to 7 p.m., Sat. 10 a.m. to 4 p.m.

**Number of workers:**

25

**Inspiration for opening:**

To provide great customer and cellular coverage for the people in Southeast Idaho. The unique advantages of Syringa Wireless include our local presence, great home-town service, unmatched coverage and cutting-edge technology.

## Future Plans

: We plan to add three more stores this year, one in Rexburg, one in Pocatello at Station Square and another store site that is still being determined. We also plan to add approximately 10–20 cell towers each year to ensure we have the best coverage in both rural and urban areas of Idaho.

Business Profile is a feature in the Idaho State Journal aimed at providing local business coverage. If you would like to see a particular business profiled, contact Journal features writer Daniel Mooney at (208) 239-3127 or [dmooney@journalnet.com](mailto:dmooney@journalnet.com).



Submitted photo

Syringa Wireless LCC is open for business in Pocatello at 690 W. Quinn Road.