



PUERTO RICO  
CHAMBER OF COMMERCE



## Red Tower emphasizes commitment to local environment and people

BY CB STAFF

In recent years, communication towers have become a familiar part of Puerto Rico's landscape. There are those who are concerned about how these towers affect the beautiful green views from the island's roadways, but in reality these structures serve a very important purpose for the many residents who rely on the convenience of wireless communication devices such as cell phones as part of their daily lives.

and receiving photos and videos and conducting conference calls. These are elements that give us the freedom to work and communicate with the world at any given moment."

Gómez said that at the same time it provides for the technological realities of today's society and telecommunication providers, Red Tower has remained focused on maintaining strategic development and a healthy relationship with both the environment and the community. Its organized development strategy includes strict



"Today's consumers and communication service providers expect nothing less than excellent coverage, which can only be made possible through the construction of these state-of-the-art towers and the installation of antennas for the transference of signals," said Olga Lucía Gómez, Marketing and Public Relations vice president of Red Tower, a leading telecommunications tower provider. "These structures assure that all of us can expect optimum wireless transmission services."

The company, which designs, develops and offers related support services to the island's burgeoning telecommunications market, takes into consideration both the topography and the latest technological advances when putting together a development plan for one of its sites. "We realize how important these structures are in our day-to-day routines," she explained. "We have come to rely on communications technology for essentials such as email, text messaging, sending

compliance with all environmental regulations in accordance with federal and local laws prior to beginning construction. The company also completes all required environmental and archeological studies and maintains contracts with a host of professionals including, but not limited to, agronomists, archeologists, engineers and surveyors who certify that the proposed structure does not represent any possible threat or damage to the environment or the species occupying the area. "Our company, as part of its commitment to the community and people of the island, constantly assesses, considers and researches the latest investigations, technical and medical studies and articles related to environmental and health-related issues."

Gómez said in the near future Red Tower will continue its search for suitable locations for the construction of communication towers and welcomes inquiries and offers regarding potential sites. ■