

## SmartCraft ASA (SMCRT) – SmartCraft enters into partnership with Happy Homes Norge

**19 November 2021 – SmartCraft, the leading Nordic provider of mission-critical SaaS solutions to SME's in the construction sector, has entered into a partnership with the paint and interior retail chain Happy Homes Norge. With this, SmartCraft continues its strategy to broaden its footprint across all segments of the construction market.**

Happy Homes is Scandinavia's largest specialist retail chain in paint and interior design, with around half of their members in Norway providing painting and decorating services. The agreement, which covers the SmartCraft solution Cordel, ensures that Cordel is the preferred solution for calculation and project management in the retail chain.

Some of Happy Homes' retail chain members are already using Cordel, and the agreement gives the opportunity for other members to use the solution to increase profitability and have good control of their projects.

- We chose Cordel from SmartCraft to strengthen the toolbox of our dealers to increase profitability and have good control of their projects. Cordel will simplify our workday so that our professional painters can spend more time focusing on customers, says Svein J. Nilssen, Chain Coordinator at Happy Homes Norge.

With Cordel, SmartCraft delivers a packaged solution for the painters and in collaboration with the trade organization for painters, National Association of Master Painters (Norwegian: Malermesternes Landsforbund, MLF), the solution is adapted for the industry. Together with MLF, Cordel offers a database of calculation packages and necessary registers for increased productivity. This shows how SmartCraft cooperates with trade organizations to offer solutions to increase profitability for construction companies.

- Our mission is to simplify business for construction companies, and we look forward to working more closely with Happy Homes, helping their members to streamline their operations with specialized easy-to-use software tools. The software package we have put together will ensure that Happy Homes Norge and their members can focus on increased profitability in calculation and project management, says Gustav Line, CEO at SmartCraft.

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