

SmartCraft ASA (SMCRT) – SmartCraft partners with Norgeseliten, with 2,200 electricians in Norway

31 January 2022 – SmartCraft has signed a partnership with Norgeseliten, one of the largest chains of electrical contractors in Norway, with almost 2,200 electricians in 197 firms. The frame agreement gives the contractors the possibility to implement the Cordel SaaS solution on favorable terms, and targets improved profitability for Norgeseliten’s members. SmartCraft expects to further reinforce its position in the electrician market in Norway.

Gustav Line, CEO of SmartCraft commented: “We are convinced that our digital solutions can make everyday life easier and more efficient for Norgeseliten's many members. Our experience is that many electricians and other contractors have a lot of room for improvement when it comes to working smarter, supported by digital solutions. Even though SmartCraft is already a major player in the Norwegian electrical market, we have high ambitions for further growth here. The agreement we have now entered into ensures Norgeseliten's members access to Cordel at favorable terms, and we will emphasize closer collaboration in the time to come.”

Cordel is a cloud-based professional Software as a Service system that automates and digitizes manual processes and contributes to increased profitability and a good overview of all projects, throughout the process from quotation to invoice. The solution is currently used by over 12,000 craftsmen and contractors in Norway.

Norgeseliten wants to contribute to their members getting the best possible starting point for running their business in a good and profitable way. Several of the chain's members already have experience from using Cordel and are very satisfied with the solution.

“We will ensure that the members of Norgeseliten are the most profitable installation contractors in Norway. This is our overarching goal, and thus the background for our agreement with SmartCraft. We are focused on digitization and see the value of offering good digital solutions for our members,” Hans Christian Eliassen, Project Manager in Norgeseliten said.

In a time of increasing digitization, Norgeseliten experiences that members to a greater extent focuses being able to choose the best digital systems.



“We take our members seriously when we receive feedback that they want a larger selection of digital solutions. For the Norgeseliten, it is important to find partners who offer the best solutions on the market. Cordel will give our digital toolbox a new dimension in the form of a professional system that meets all current requirements in a good way,” Eliassen said.

About Norgeseliten

Norgeseliten is a Norwegian nationwide chain of electrical contractors. The chain consists of 197 companies with around 2,200 professionally trained electricians. All members are skilled, which means that they have formal vocational training in accordance with the vocational training in working life act and are qualified to install and repair electrical systems and electrical equipment.

About SmartCraft ASA

SmartCraft is the leading Nordic provider of mission-critical SaaS solutions to SME's in the construction sector. The company's business model is highly scalable, based on 94% recurring revenue and low churn. The construction sector is among the least digitalized industries and represents a NOK 10bn software market in the Nordics, growing at a double-digit rate. SmartCraft's solutions help customers to increase their productivity, margins, and resource efficiency.

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