



## **A short history**

Smith & Norland goes back to the year 1920 when Paul Smith founded the import- and wholesales company Paul Smith, which specialized in sales of electrical and communications equipment.

Shortly after the foundation of his firm, Paul Smith began a business co-operation with the German company Siemens, which ever since has been the largest supplier of Smith & Norland and its backbone.

In 1954 Mr. Sverrir Norland, an electrical engineer from M.I.T., joined the company and in 1956 he and Paul Smith formed the company Smith & Norland Ltd. From that time Mr. Norland has been the director of the company.

In 1974 Smith & Norland moved to it's own premises at Nóatún 4 in Reykjavik.

Today Smith & Norland has a very good reputation as the Siemens representative in Iceland, but in addition to that it represents many other companies from countries like Germany, Norway, Sweden, Denmark, Finland, France, England, Spain, Italy and in the U.S.A.

Smith & Norland specializes in the import and sales of electrical goods in a very broad sense, covering the power, electrical, communications and medical fields.

The customer profile of Smith & Norland consists primarily of electrical contractors, power companies, hospitals, companies in the public sector and other companies in various fields of the industry, along with the general public.

Through the years, the company has expanded steadily and today it has just over 45 employees. The majority of them are educated in the electrical field as engineers, technicians and electricians. Most of the other employees have a firm education in other fields, along with a long working experience.

The company still expands and recently a new 300 m<sup>2</sup> expansion - in addition to the existing 4.000 m<sup>2</sup> - was opened, mainly to be used as a shop and a showroom for home appliances and goods related, which thereby almost doubles the size of the existing shop. By doing so, it is the aim of the company to strengthen its place on the market and keep on selling its customers quality goods and excellent services.