



Smith's Commitment to Quality

WELCOME TO THE NEXT LEVEL.



As the leading independent electronic component distributor, Smith & Associates is committed to providing quality components to our customers worldwide. That commitment goes beyond our certified programs, vendor screening, and global testing facilities. To truly assure quality, we recognize the importance of supporting our industry. To that end, Smith has taken the lead in the advancement of the global electronic components open market, and participates in industry-wide efforts to promote an ethical and quality-conscious marketplace.

Smith & Associate's has proven this commitment to promoting quality through our participation in the Independent Distributors of Electronics Association (IDEA), a non-profit organization whose purpose is to promote the independent distribution industry. Smith & Associates is one of IDEA's founding members, and the IDEA Executive Board has included a representative from Smith since the organization was founded.

IDEA

IDEA members are quality and ethically oriented independent distributors of electronic components. A founding purpose of IDEA is to improve the quality of products and services offered by independent distributors through a quality certification program, educational seminars, and conferences. True to its purpose, IDEA has implemented a number of quality-focused initiatives by incorporating the experience and expertise of its members, like Smith & Associates, to create standards and processes to benefit the industry as a whole.

Contact SMITH



Smith & Associates

- Houston
- Amsterdam
- Hong Kong
- Silicon Valley
- Barcelona
- Guadalajara
- New York
- Seoul
- Shanghai
- Tokyo

www.smithweb.com

Founded: 1984

Executives:

- Robert & Leland Ackerley
Co-Founders
- Doug Kelly
Chief Operating Officer
- Marc Barnhill
Chief Trading Officer



IDEA's key accomplishments since it was founded in 2003 include:

➤ **IDEA-STD-1010-A, an Inspection Standard for the Open Market**

This is the first inspection standard for independent electronic component distributors.

IDEA-STD-1010 documents industry-accepted quality criteria for electronics components and contains full-color photographs. Topics include Terms & Definitions, Magnification Aids and Lighting, Product Handling, Packaging, Packing, and Storage, About the Open Market Electronic Components Industry, Product Inspection, Equipment & Tools, Moisture Sensitivity Handling Precautions, Photographing Parts, RoHS, and much more.

➤ **IDEA Professional Inspector's Exam, IDEA-ICE-3000**

Performing visual inspections of electronic components requires specialized knowledge and skills by inspection personnel to visually evaluate each product and its packaging for substandard and potentially counterfeit characteristics.

IDEA-ICE-3000 is based on industry standards and best practices relevant to the open market.

➤ **Substandard Parts List**

Through IDEA, Smith & Associates shares information such as lot and date codes, photographs, and other identifying characteristics of nonconforming parts that members have discovered in the open market. The Substandard Parts List allows quality-conscious independents to avoid nonconforming parts and to document the information for the benefit of the industry as a whole.

➤ **Industry Advocacy Campaign**

Through speaking engagements at industry functions, participation in panel discussions, and workshops, IDEA represents the quality-conscious independent distributors' interests and advances members' reputation and involvement in the electronics manufacturing industry.

➤ **Developing relationships with component manufacturers to identify best practices for verification of component authenticity**

Smith & Associates leverages its relationships with IDEA and component manufacturers to ensure that IDEA's industry specific standards are custom-tailored and perfectly suited to meet the industry's rigorous quality management concerns.



The electronic component industry is vibrant, vast and structured around the simultaneous actions of a variety of different players dependent on a tightly linked supply chain. In such a dynamic market, there is no room for sacrificing quality. Smith & Associates understands that maintaining such strict attention to detail and adherence to quality specifications can be achieved only through frequent evaluation and initiation of stringent standards designed specifically to maintain quality. Smith is proud to be a member of IDEA, and looks to the future for the organization's role as a partner with Smith in continually creating quality initiatives designed to exceed customers' expectations.