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Update on Dell's printer strategy in EMEA

Following Dell's announcement of a scaling down of our printer hardware business in EMEA and APJ, our primary concern is our current Dell Imaging customers and distributors, and reassuring them of our plans with respect to the continued availability of Imaging products and the support and repair of existing printers in the field, whether that is via distribution or in the Dell inventory.

During the transition phase in 2016, we will continue to sell printers as usual and look forward to working with customers on existing and short term requirements.

We want to be clear that during this time we will also continue to provide support and repairs, as well as making available both spare parts and toner supplies for our customers. We anticipate no change to our existing processes or interruption in the availability of this support and these supplies for at least 5 years from the end of 2016.

However, what this means is that we will not be able to provide warranty upgrades on print hardware which would extend support beyond 2021, but will work with customers to provide upgrade options to ensure that their support requirements can be appropriately met up to 2021 end date.

If you have any questions or concerns, please raise those with your Dell Sales Representative.

A handwritten signature in black ink, appearing to read "Dave McNally".

Dave McNally
Product Marketing Director- EMEA
Dell Imaging and Print

Frequently asked questions:

Q. Why should I continue to buy Dell printer hardware and consumables?

A. Dell have been offering printers since 2003, and have a long-standing reputation for delivering easy-to-use devices for general office, everyday printing and imaging tasks for businesses of all sizes. Dell continue to offer a wide range of products which are affordably priced and offer value added features to help boost office efficiency. Dell's assurance of support and the supply of toner for up to 5 years, also means that you can remain confident in your investment.

Q. What recourse will I have if Dell is not able to support / repair or provide toner supplies for my printer?

A. Dell will comply with its obligations to support products in line with and for the designated length of the relevant Service offering or (extended) Warranty. Should there be any challenge with supply of swap units, spare parts or availability of toner suppliers, Dell will engage and offer a reasonable and appropriate solution for the affected customer.

Q. As a Distributor reselling Dell Printers, what should I tell my Resellers about ongoing support and toner supplies?

A. You may forward the above statement in order to reassure your customers. Dell will engage directly with Resellers and/or end-customers as appropriate to ensure that their concerns are addressed.

Q. I'm concerned about Dell's ability to fulfil my printer hardware requirements, where can I find more information on what inventory is available?

A. We are continuing to sell through our existing inventory of printers, if you are concerned about our ability to fulfil any product requirements, your Dell Account manager will be able to advise you of the latest stock situation.

Q. As a result of the scaling back of the Imaging business are Dell going to increase the price I pay for consumables and toner?

A. We are not planning any price increases in the immediate future. If the cost of raw materials increases or if we see significant fluctuation in the global currencies markets, it is not always possible for Dell to absorb these changes and therefore we may pass some of the impact onto our customers. Please be assured that we will continue to assess market conditions and ensure we are competitively priced.

Q. We have a framework agreement for the supply of Dell printer products and consumables, will you continue to support us throughout the term of the agreement.

A. We are currently assessing each of our customer agreements and your Dell account manager will be in touch with you shortly to discuss continued support and the options available to you.

Q. I would like to extend the warranty on my Dell printer hardware, how do I do this?

A. Please speak to your Dell Account Manager, they will be able to advise whether it is possible to add a warranty extension to your device. We will however not be able to extend warranty beyond 2021.