

## Dell digs deeper into retail turf with Staples deal

USA - Staples will begin selling Dell desktop and notebook PCs, next month, along with other accessories in 1,400 stores and online.

By [Keith Regan](#) 23 Oct 2007

On Monday, Dell added office superstore Staples as another partner to its growing roster of retail outlets as it changes its strategy in a bid to grab back lost market share.

Staples will sell selected Dell desktop and notebook PCs as well as printers and accessories in 1,400 of its stores nationwide and on its Web site beginning next month.

"With Staples, we are underscoring our commitment to listen to customers and deliver what they want," said CEO Michael Dell. "We're bringing all the benefits of direct to shoppers across America."

"We know our customers will appreciate the ability to see, touch and immediately take Dell products to the home or office," said Staples CEO Ron Sargent.

Read the full article [here](#).