



Why Dell
printers?





Introduction

At Dell, our commitment to providing the printers and print solutions our customers and end-users need has remained unchanged through more than 10 years of constant development and innovation. In fact, over recent years our print solutions have become ever more successful, outperforming the market and achieving accelerated growth across Europe, including the UK.

This sales success is due in no small part to the investment we have made in printers and print solutions, resulting in a current printer portfolio comprising 16 mono laser printers and 13 colour laser printers. All Dell printers feature advanced technology and the most exacting build qualities, and are designed to form an integral part of Dell end-to-end IT solutions for businesses of all sizes and types. Since entering the market in 2003 over 80% of Dell printers have won industry awards.



Recent awards

All our 2, 3 and 5-Series colour printers have won top industry accolades.

All our 1 and 2-Series mono laser printers for small businesses have won top industry accolades.

Seven out of eight of our MFPs have won top industry accolades.

80%



**of Dell printers have
won industry awards**



Get more out of your budget

The Dell printer portfolio includes laser printers to suit every need, prices to match just about any budget and a range of features designed to boost efficiency, build productivity and reduce costs.

Free software

Selected Dell printers feature advanced software packages that are provided absolutely free:

- **PaperPort®**
Available on selected models, the application cuts costs by eliminating wasteful printing, faxing and mailing, saves time and maximises productivity
- **ColorTrack**
Provided with all colour printers, ColorTrack lowers your total cost of printing by defining rights, setting volume limitations and giving you control over who prints colour
- **Dell Mobile Print**
Available on enabled models, the application allows printing direct from mobile devices, saving time and expense
- **Open Manage™ Printer Manager**
OMPM can be incorporated into the KACE network management system, for the management of network devices from a single console

Duplex printing as standard

Available on most Dell printers, duplex functionality controls and minimises paper and print costs.

Fuser unit guarantee

In a guarantee unique to Dell, any failed fuser unit on a printer covered by warranty will be replaced free of charge.

Reliability guarantee

On selected printers we guarantee a full refund and your printer returned to full working order if you experience a technical fault during the 12 months following purchase.

Low running costs

Our printers deliver a low TCO across the range. In addition, to ensure the best possible value across your printer fleet, our Print Audit services can analyse your existing costs and propose money saving improvements.

Genuine Dell toner

Dell EA toner lowers the fuser temperature, resulting in improved print quality, fewer failures, more yield and better value.

Service support

A Next Business Day on-site warranty is provided as standard, with an exchange service for entry level products. For out of hours emergencies, we provide 24/7 web support.

**Free software and
unbeatable
guarantees**





Maximise your productivity

All Dell printers are designed to improve the productivity of individuals and workgroups. The range delivers access to key productivity features that increase efficiency and save time, including:

Dell Mobile Print

The free Dell Mobile Print application makes it easy to print from mobile devices, including phones and tablets, over an Ethernet or WiFi network.

- Mobile print options include printing directly from Android™ mobile devices with Dell Mobile Print or from iPad®, iPhone® and iPod touch® with AirPrint™
- Print without having to transfer files from your phone or tablet to your PC and, what's more, receive your first printout page (FPOT) in as little as 10 seconds
- Print a wide variety of files – web content, photos, PDF files, emails, Word and spreadsheet documents, SMS messages and much, much more

PaperPort

PaperPort, the world's leading desktop document management software, takes office organisation to new levels, improving efficiency, speed and productivity at every desktop across your organisation.

PaperPort Professional 14 combines fast, easy scanning with a powerful PDF creation tool, giving you a wide range of everyday benefits:

- Find files, documents and photos instantly
- Store and share documents on the network or in the cloud
- Get anywhere, anytime access to your files using iPhone, iPad or Android
- Powerful 100% industry-standard PDF creation and editing
- Assemble, annotate and share PDF documents quickly and without fuss
- Create and complete electronic forms quickly and easily

Digital on/off ramp

Dell printers can form a 'digital on/off-ramp' for corporate documents and files.

On the 'digital on-ramp', hard copy documents can be quickly and simply scanned and digitised. Management functionality built-in to the Dell system enables documents to be sorted, stored, categorised, managed and held in the corporate network. Documents can be retrieved from the cloud when required for use in digital format and, on the 'digital off-ramp', printed at the point of need, returning the information to analogue hard copy format.





Ease of use

All Dell printers are designed for ease of use, delivering simple set-up and a user-friendly experience straight out of the box.

Simple set-up and use

Dell printers are simple to set up and use, too, providing:

- Easy WiFi set-up, in four simple clicks
- Open print management, so that all your devices can be managed from one location
- Easy-to-install software
- Scan documents straight to your network at the touch of a button
- Dell Mobile Print, utilising a simple user interface that gives you access to files on your phone or tablet and identifies available printers

For more details on Dell printers and print solutions, please contact your Account Manager or visit dell.com/printers.



Simple to set up
easy to use





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