Dell signs DSGi

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The No.2 PC maker moves farther from its direct-to-consumer sales model with a new agreement to sell its PCs through DSGi's European network of store brands including Currys.digital, Currys, Electro World, Elkjop, PC City and PC World.

The DSGi-Dell agreement covers 1300 stores in 12 European markets: the Czech Republic, Denmark, Finland, Greece, Hungary, Ireland, Italy, Norway, Poland, Spain, Sweden and the U.K.



Beginning this January, consumers will find a full portfolio of Dell products at DSGi's stores -- from high-end gaming systems, to notebooks and desktops.

The announcement follows similar partnerships between Dell and Carrefour (France, Spain and Belgium) and M.Video (Russia), as well as Best Buy, Staples and Wal-Mart (USA).

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