

# Berlin Law Firm

## The verdict is in for affordable color





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Philip Berlin  
Principal  
Berlin Law Firm

## Background

Whether they’re competing in the courtroom or for new business, small law firms are always on the lookout for tangible ways to level the playing field against larger law firms. Berlin Law Firm is no exception. Founded in 1992 and employing six attorneys, the Burbank, California-based Berlin Law Firm represents small and large companies in matters of employment and business litigation, including sexual harassment and workplace discrimination.

## Challenge

In the legal world, case notes, legal briefs and other documents can quickly accumulate. For one case alone, Berlin Law can go through more than three boxes of paper. Therefore, technologies that streamline the process and minimize waste are always welcome. Color printing is also important, not only to highlight key information within litigation documents, but also to print marketing brochures and materials. After taking a good look at their printing and document workflow, the attorneys at Berlin Law realized that a more reliable networked device would allow them to maximize the analysis time for each case, print more in-house and spend additional time attracting new clients.

## Solution

After seeing a print sample from a Xerox Phaser® 8860 MFP solid ink multifunction printer and learning more about its affordable color pricing model, the attorneys knew they had found the right productivity tool. Says the firm’s principal, Philip Berlin, “Not only did the Phaser MFP offer color prints at the same price as black and white prints — something we did not know was ever an option before — but the print quality rivaled what we had seen from commercial printers.”

The Phaser 8860MFP also increased productivity. Berlin adds, “Our attorneys and paralegals can scan while printing or receiving an inbound fax and can easily interrupt a print job to make a copy – saving them valuable time to focus on their caseload. Adding color to our marketing materials has allowed us to present a more professional and compelling presentation to prospective clients; we’ve seen strong growth in our client roster as a result.”

## Industry: Legal

### Challenge

- High print volume places strain on office supplies budget.
- Slow and inefficient document workflow impedes staff productivity.
- Marketing materials and other items need color to enhance their effectiveness.

### Solution

The Xerox Phaser 8860MFP enables the Berlin Law Firm to:

- Handle multiple jobs at one time.
- Reduce printing costs.
- Print in color for the cost of black and white.

### Benefits

- Workplace productivity.
- Waste is reduced.
- Money is saved.
- Impact in the courtroom is enhanced.
- Client roster grows.

For more information about the Xerox Phaser 8860 MFP, please visit [www.xerox.com/office/8860MFP](http://www.xerox.com/office/8860MFP).

