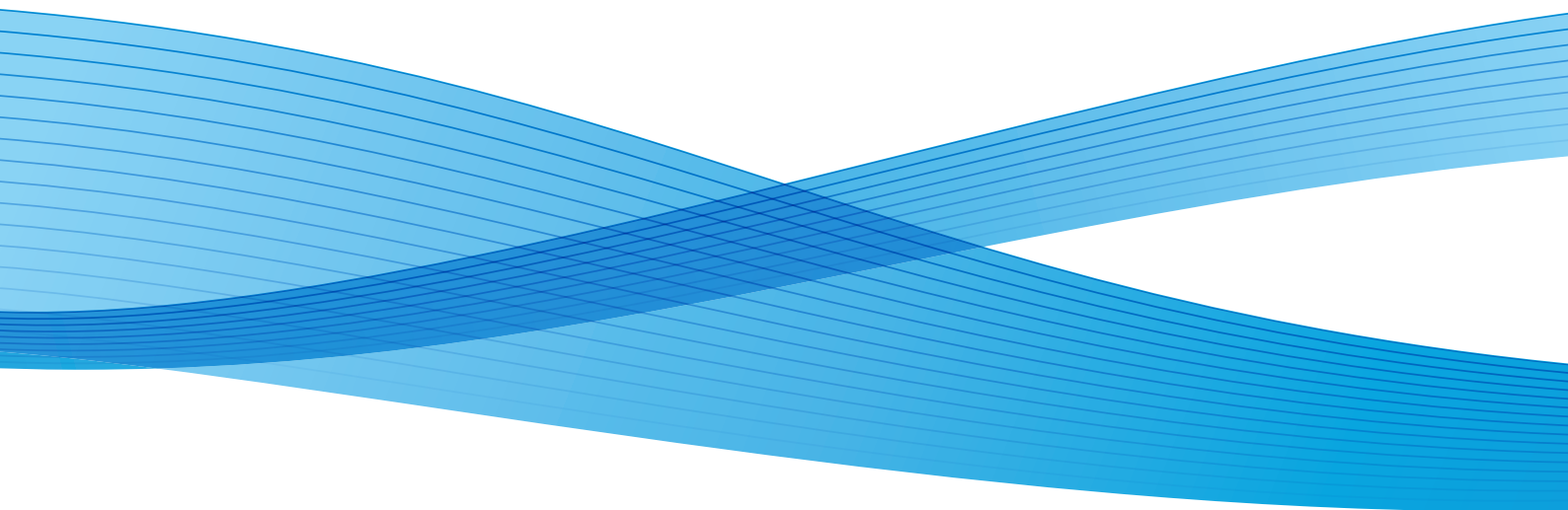


Berlin Law Firm

The verdict is in for affordable colour



Case study: Berlin Law Firm

The verdict is in for affordable colour

Challenges

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

Solution

The solid ink multifunction printer enables the Berlin Law Firm to:

- Handle multiple jobs at one time
- Reduce printing costs
- Print in colour at a very low cost

Benefits

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

“Adding colour 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.”

Philip Berlin
Principal
Berlin Law Firm

Challenges

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 minimise waste are always welcome. Colour 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 realised that a more reliable networked device would allow them to maximise 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 solid ink multifunction printer and learning more about affordable colour pricing models, the attorneys knew they had found the right productivity tool. Says the firm’s principal, Philip Berlin, “Not only did the solid ink multifunction printer provide very low cost colour prints – but the print quality rivalled what we had seen from commercial printers.”

The solid ink multifunction printer 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 colour 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.”

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.

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