



## NEW EMBRAER SHOWROOM FOR BUSINESS JET CUSTOMIZATION PRESENTED AT LABACE

News / Business aviation, Events / Festivals, Manufacturer



**Do you feel yourself ready to be a designer of your future business jet? Because now it's more than possible with Embraer Showroom for Business Jet Customization! Embraer presented TechCare Space at the 2019 edition of LABACE. This space includes a broad portfolio of interior design elements from the best manufacturers in the aircraft customization market. This collection represents the new Interior Workshop showroom at Sorocaba Service Center, Brazil.**



**Embraer's Interior Workshop has two strategic partners in Latin America: Embraer Design Operations (EDO), winner of the Design Et Al Award in the Interior Design/VIP Completion category for the Bossa Nova project and responsible for the internal and external design of the Company's executive jets, and F/LIST Brasil, which has great expertise in high-end cabin interior services, from on-site repairs and upholstery services to cabin interior upgrades and complete retrofits.**

Both partners offer customization and redesign services, which involve replacing carpets, fabrics and leather, among other processes, in addition to varnish and veneer work as well as flooring installation, in stone, wood, vinyl and leather.



Among the outstanding projects already developed by the Interior Workshop is the complete revitalization of a 10-year-old Legacy 600, with the replacement of leather armchairs, removal and application of varnish on wood surfaces, replacement of carpet and vinyl flooring installation in the Galley. In another project, an eight-year-old Phenom 100 received new ultra-leather panel coating, varnished cabin bulkheads and doors, formica repairs and seat leather and base restoration.

The business model of the Sorocaba Service Center, which just completed five years of operation, is based on the One-Stop-Shop concept. With one stop, Embraer customers have access to an integrated portfolio of solutions ranging from scheduled maintenance to various types of services on their aircraft, such as minor repairs or complete tailor-made interior and exterior renovations, enhancing their ownership experience.

“We are working to consolidate the One-Stop-Shop concept to become one of the most complete service centers in the region. Through a brand-agnostic growth strategy we are developing new markets to offer our services to more aviation customers,” says Everton Vicente de Lima, General Manager of the Service Center.



### ***Apps to customize business jets***

To streamline the aircraft customization process, Embraer has launched an iPad app for customers to evaluate and validate various aircraft configurations with immediate visualization of selected interior and exterior design options. The application shows the materials and colors available, allowing the customer to select every detail, simulate from multiple paint schemes, choosing color and pattern composition, saving options for later comparison and refinement of final selection.

“We prioritize customer experience and productivity. It was once an interactive, multi-meeting process where the client and our design team relied on material samples or photos generated from previous projects. The app has revolutionized this experience by opening up the possibilities for the customer to explore the limits of creativity and their preferences for colors and materials from the comfort of their home, giving them immediate insight into potential interior and exterior design schemes,” says Frank Chavez, Director of Interior Design at Embraer Executive Aviation.

### ***Five years of services in Sorocaba***

The Embraer Service Center in Sorocaba has a modern infrastructure of hangars, workshops and VIP lounges, which offer a broad portfolio of services, including aircraft maintenance, component and interior repair, hangar space, line service and technical maintenance management.

For the past five years our Sorocaba Service Center has supported approximately 70% of Brazilian customers, keeping them in operation to ensure the highest aircraft availability, returning more than 90% of the aircraft to operation in less than 24 hours.



14 AUGUST 2019

**ARTICLE LINK:**

<https://50skyshades.com/news/events-festivals/new-embraer-showroom-for-business-jet-customization-presented-at-labace>