

TAKING ON THE STUFF MOST WON'T

Business Aviation's Bad Boys

As any of us that live and work within Business and VIP aviation know, there are suppliers and then there are suppliers. By that, I mean, there are the go to companies whose product ranges are clearly defined; good reputable companies that *do what they do*. Then there are those precious few that live out among the fray - the true "cutting edge."

Jeff Bonner Research & Development (JBRND) has earned a global reputation for their ability to manufacture custom products of all sizes and types of aircraft. JBRND has long had an existing line of products such as showers, windows, headliners, lighting and more. In more recent years, the company has grown a separate and independent reputation for the manufacture of entirely custom "one off" pieces. Be it aesthetic or functional, JBRND has earned a reputation for saying yes to almost any requirement - no matter how unusual. Chico Ellis, the company's marketing director put it this way, "We take on the projects that most other companies either don't have an interest in or haven't the capability for."

"The word 'research' isn't simply a handle stuck on the end," says Ellis. "Jeff Bonner and the company he started twenty-five years ago, are at their core about research and development at a very high level." "We're pushing the envelope and exploring new ground on nearly every VIP project we take on." The nature of projects in that arena are by definition, stand alone - things that have never been done and in some cases, will never be done again. They're complex, challenging and above all, hard to predict in terms of what it will take to get there". According to Ellis, the unpredictable and non-recurring part is precisely why most companies simply aren't interested in quoting such projects.

JBRND is uniquely positioned in the VIP and WVIP completion space. First because of their culture as an aerospace research and development group and secondly because of the very robust and specialized combination of advanced machinery at their disposal. The company touts, "If it has to do with an aircraft, big or small, we can do it," and by looking at their client list over 25 years, there's no hyperboly in the claim. JBRND have in fact completed and delivered a range of projects that would take most companies well beyond their internal capabilities.

The company's offerings include custom headliners, showers, window shades, sinks, beds, pocket doors, LED lighting, custom overhead lights, flight critical composite structures, rapid prototyping, aluminum and alloy conversion coating - and frankly a list too long to name. To say JBRND is diverse in capability is rather an understatement.

Located in San Antonio, Jeff Bonner Research & Development, is smack in the middle of what is arguably the richest corridor of private aviation in the world. Like many of their bad boy pioneer predecessors, paradigms and risk management fall secondary to "getting it done."