

Aircraft Interiors of Memphis

Concentrates on the Basics

Just how important is the interior in the process of buying or selling an aircraft?

Well according to my customers, "extremely important". Imagine having an airplane that the records for maintenance are impeccable. The radio package includes the latest technology, and the exterior paint is incredible, but.....the interior is dated, and worn out. How difficult is it to sell that aircraft or lease it to customers. Also, if you were the buyer, would you be able to look past the obvious interior problems and purchase the aircraft based on all of the other attributes. Of course the other qualities are important but don't underestimate the importance of the obvious. You have to sit and look at the interior for a few hours every time you fly. Fortunately, in most cases, interior problems are the easiest to solve. Compared to the cost of engines or radios the interior can be relatively inexpensive and make a profound difference in the marketability and appearance of an aircraft. We know how important the interior is and we also know how important the value of the airplane is. That is why we stick to the basics when refurbishing an interior.

That is the premise that Aircraft Interiors of Memphis is established on. It is a limited repair station specializing in the cosmetic re-beautification process of the interior. That means, no major modifications, but a real emphasis on quality, plush interiors that are pleasing and comfortable to almost anyone, regardless of taste.

We like to design interiors that are plush, but practical at the same time. We keep things simple, but clean. By using rich materials with subtle contrast, we create an esthetically pleasing interior that is also easy to maintain. In the process the value of the aircraft is enhanced because the design is not over the top but pleasing to lots of people. We keep things very basic and user friendly, coordinating the interior with simple entertainment packages that are wireless and easy to operate. What good are extra bells and whistles if no one ever uses them? I find out what is essential to the customer and incorporate that into the interior in as simple a fashion as possible.



Seats are redesigned to have a wider, softer style with an executive look (above), compared to the original (right).



This not only keeps the cost down but also reduces the risk of a lengthy down time to install items that are novelty or conversation pieces.

A good example of that process is the interior of a King Air 90 recently completed at Aircraft Interiors of Memphis. The new owner intended to place it on a 135 certificate and it was very obvious that if the condition of this aircraft means anything then a cosmetic upgrade was absolutely necessary because right now it looked a little dated, well old, in fact down right ancient. Once we determined that it was necessary to upgrade the interior, it became necessary to define the customer's needs. What is most important to the customer will help determine the interior style and design. The owner plans to use the aircraft but also allow it to be chartered. Therefore he is not the only user. An interior design begins with knowing the customer and his taste. However in this case we determined that although the owner will have certain concerns, we also couldn't personalize it so much for the owner that other customers needs are not addressed.

After determining that the potential customer is someone who has probably been flying a lot but their flying time has been spent on commercial aircraft. We certainly want them to feel that this experience is a step up from first class commercial. Incorporating a really fine custom wool carpet that, with very soft supple leather, provides a distinctive executive design and plush quality. For the cabinets we chose a mahogany laminate with a high gloss finish that far exceeds the quality of anything seen in a commercial aircraft. For a light spacious look, the color scheme needed to be darkest at the floor and just simply get lighter toward the upper part of the interior. Cream colored leather with a textured plush pile beige and gray carpet that provide the soothing combination of earthy colors were necessary to accomplish these goals. The rich red wood and the textured carpet will prevent the interior from being bland providing the necessary contrast yet still being somewhat monochromatic in nature.

By using basic principles of interior design such as keeping the interior simple, not implementing any major modifications, the interior price is kept under control; the down time is reasonable, yet the quality of the finished product is still achieved.

Gone are the gray cloudy laminates that just screamed old, boring, and this is my father's airplane. Now the cabinets, which were the ugliest part of the old interior, provide what we call the "Wow Factor" in the new interior.

For a DVD player Precision Aerospace came up with a great system from Sirius Technologies that is wireless. A 9-inch LCD monitor flips down from the ceiling in the front and a 9 inch LCD monitor is on the rear bulkhead. Passengers can see a screen from any seat. An accessory plug is available for computer or games. This is a great system that because it is wireless is as trouble free as one can get. It's very simple and compact. Just keep a bunch of batteries in a drawer for the headsets. It begins playing by just inserting the DVD and the headsets have just three settings, volume, on off, and a toggle from DVD to XM radio. Since most trips in this aircraft are about 2 hours we decided to keep the technology very elementary. We did not want the passenger to spend the majority of their trip trying to figure out how to use the system.

Finally, the seats are redesigned to have a wider, softer style with an executive look. Sidewalls were recovered in a complimenting material, the headliner covered in ultra leather, and of course the steps on the air stair door refurbished.

The door is definitely
not a place to cut cost.
First impression goes a long way.

The completed project is an aircraft that pleases even the most discriminating taste and hides it's age very well. Re-beautification is the term we like to use because it distinguishes that we will take what you have and make it beautiful. Where refurbishment implies that we would replace your interior with all new components. If a part is not functional then it is replaced, but for the most part we work with what is there. On this aircraft we replaced the tray tables, and some plastic pieces. The polarized windows were replaced with stationary tinted windows. Most of the other parts that were necessary were on the air stair door. The door is definitely not a place to cut cost. First impression goes a long way. The owners comment upon seeing his finished product. " It looks fantastic, this went so well it makes me want to do another one." This aircraft is now in the fleet of Richards Aviation, Inc. of Memphis Tennessee and can be chartered by calling Gary Kennedy at 901-332-7239.

For more information on this interior or questions pertaining to your interior contact:

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