



# Why Brazil's most elite shooting range chose InVeris equipment



With a demand for the “best of everything,” The Range required state of the art shooting range equipment—from challenging targets to environmental protection

Entrepreneur Erik Jospa never thought of The Range as a typical gun range. From his initial designs, a unique thought guided him: What if in one of the world's great cities, you created the quintessential gun club, the equivalent in arms of an Augusta National in golf or the New York Athletic Club in sports and fitness? The Range is Jospa's answer. Like other exclusive clubs, it has a collection of luxurious amenities, all complementing a main attraction: Two shooting bays, measuring 15 and 25 meters respectively,<sup>1</sup> accommodating as many as 20 shooters simultaneously while complying with crucial health and safety standards.

Jospa's aim was a new concept in Brazil. He envisioned the most technologically advanced shooting club in the country, complemented by amenities like a high-end steak restaurant and private parking to make its members feel at home.

Most important, he wanted a facility that would meet the highest environmental regulations – a feat that had yet to be realized in metropolitan São Paulo. In spite of the region's sophistication, shooting ranges were not meeting the equivalent of U.S. OSHA compliance. In this regard, from ventilation to lead abatement, Jospa made the protection of The Range members, guest shooters and staff a top priority.

## A “one of a kind” shooting range facility

With more than 20 million people, the metropolitan region of São Paulo is the largest such geographic entity in the Southern Hemisphere. The municipality itself is the fifth largest in the world.<sup>2</sup> Visitors flock to its famed restaurants and museums, admiring the ultra-modern skyscrapers and wide boulevards. The largest Portuguese-speaking city in the world, São Paulo is known for its cosmopolitan flavor, encompassing many nationalities.

Erik Jospa, originally from New York, had been residing and doing business here for eight years. Familiar with its upscale market, he created a conceptual shooting facility that met the demands of a more discriminating customer. Jospa sold his idea to Clube Hebraica São Paulo, a social, educational, recreational, sports and community center with 18,000 members. (NOTE: While membership in The Range is totally separate from the center, Hebraica members are eligible for discounts.) Having received support for his idea, Jospa began sourcing vendors that could provide the best solutions for a truly world-class shooting range club.

### Receiving comprehensive range guidance from InVeris

Having no background in range construction and the shooting industry, Jospa sought a vendor who would also serve as a partner. His principal requirement was a

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company that could provide a complete turnkey package. Seeking to avoid a mix-and-match approach, he wanted a seamless end-to-end design encompassing all aspects of a gun range, from stalls to targets and traps. He especially wanted to pioneer a state-of-the-art Brazilian range with a non-toxic environment, automated target carriers and rubber bullet traps for a growing shooting, hunting and firearms market.

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Reliability was key. Likely being thousands of miles from support, the shooting range equipment would need to be durable, functioning with a minimum of direct maintenance. Jospa, however, also confronted the economic reality that due to government import regulations, exclusive reliance on a foreign supplier would dramatically raise the building costs.

In 2019, Jospa developed a relationship with InVeris (then a subsidiary of the British multinational company Meggitt PLC). Impressed with the organization’s commercial range credentials, he visited the Suwanee, Ga., manufacturing facility that June. Having operated his own factory in Brazil, Jospa immediately recognized the value of the company’s



size, capabilities and long history of 90-plus years in the shooting range industry.

Jospa decided that the fourth generation of InVeris’s XWT wireless target carriers would best meet the needs of the new range. The InVeris partnership also had the expertise to address critical environmental concerns, from proper ventilation and fresh air circulation, to lead abatement and bullet traps, to ballistic ceiling baffles and noise reduction. There would be no doubt that The Range would have the safest and healthiest environment of any shooting range in the region. As for reducing maintenance needs, with thousands of shooting ranges fielded around the world, InVeris’ range equipment seemed to have the necessary tried-and-true durability.

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Beyond meeting these rigorous specifications, the clincher was the relationship with the InVeris team.

“I like to do business with people who like to do business with me,” says Jospa. “Of all the prospective vendors I surveyed, InVeris took the most interest in my project. They were most open to negotiating my particular issues, including foreign challenges like cost of import. Even though I couldn’t commit to a total turnkey contract, they offered to help in any way they could.”



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InVeris assured Jospa that The Range would have the consistent, low-maintenance components that would make his dream possible.

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For now, Jospa is trying to increase his membership while demanding that all new members, regardless of previous shooting experience, undergo The Range's own safety training.

"Everyone starts with the basics of safe gun handling, taught by our safety officers," says Jospa. "Then they can take advantage of our free, in-depth curriculum of classes."

For the future, Jospa believes in the exportability of his unique concept to the United States and other countries. He is presently investigating locations in many major U.S. metro areas. As he goes forward, he plans to continue relying on the live fire expertise and technology of InVeris Training Solutions.

## The best of two worlds

In the shooting industry, The Range occupies a category of its own. That is because Jospa's vision has uniquely blended the best of two worlds: U.S.-based InVeris Training Solutions with its exemplary health standards and heritage of shooting range innovation that dates back nearly a century, with the architectural, cultural and lifestyle sensibilities of Latin America's largest nation.

**InVeris Training Solutions is the global leader in integrated live-fire and virtual weapons training solutions. With its legacy companies, FATS® and Caswell, InVeris Training Solutions has fielded over 15,500 live-fire ranges and 7,500 virtual systems globally during its 95-year history. The company is headquartered in Suwanee, Georgia and partners with clients in the U.S. and around the world from facilities on five continents.**

<sup>1</sup> Equivalent to 49 and 82 feet

<sup>2</sup> See [https://en.wikipedia.org/wiki/List\\_of\\_largest\\_cities](https://en.wikipedia.org/wiki/List_of_largest_cities)