SFX BROCHURE

PHOENIX SFX



INTRODUCTION

Welcome to Phoenix SFX, a proud sister company of the renowned Phoenix Fireworks. We specialise in delivering high impact special effects that elevate events of all sizes, from live performances and concerts to private functions and sporting events. Our diverse variety of effects includes flame, spark, CO_2, confetti, and other visual spectacles, all designed to create unforgettable moments. At the heart of what we do is one simple goal, to ensure every audience leaves with a lasting impression and that every show has that “WOW” factor. We work closely with each client to transform their vision into reality, tailoring our effects to suit the mood, theme, and purpose of every event.

This year, we’ve enhanced our selection by introducing two new products. These include: colour flame machines which, due to their versatility, can produce both traditional fire effects and an exciting range of vibrant colour flames. Alongside this, we are also proud to introduce a new line of eco-friendly and coloured CO_2 jets, making our setups safer, more efficient, and more versatile than ever before.

Inside this brochure, you’ll find: an overview of our services, a selection of visual examples, and insights into our creative process. Whether you’re planning a large-scale stadium spectacular or a more intimate occasion, our team is here to support you every step of the way.

OUR TEAM

Our team is made up of highly trained professionals with extensive experience in SFX and pyrotechnics. We pride ourselves on our commitment to safety, precision and professionalism, using our rigorous training and safety certifications to ensure every display is executed to the highest standard. With years of experience delivering shows nationally and internationally, our crew works seamlessly together to create unforgettable moments.



Mark Friel
Managing Director



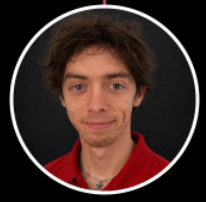
Ryan Reid
Northern Manager



Jonny Friel
Trade Manager



Ollie Betts
Project Manager



Connor Rees
Production Manager



Ollie Griffin
Project Manager



Louise Eighteen
Events Manager





FLAME UNITS

Elevate your events with the power and precision of our flame systems. These are designed for impact, our flame units bring a dynamic visual edge to any event. This allows us to deliver adjustable flame heights, full DMX control, and versatile programming options. Whether triggered manually, in timed pulses, or precisely synced to a soundtrack via timecode, each effect is tailored to enhance the energy of your show.

From towering 20m uprights, to compact moving heads and five-finger flame bursts, our range can adapt to any requirement. The heights can be adjusted between 4m and 20m, partnered with wireless control we provide total flexibility and fast, efficient operation every time.

Our advanced computer controlled technology, allows the units to be fired completely wirelessly, offering full DMX control without the need for any external power, fuel sources or data cables. This gives us the ability to streamline setup and dismantle times and allows us to make any adjustments with ease. Our concise units remove the risk of trip hazards and unsightly cable runs therefore maintaining a clean, professional and minimalistic look on any site. It gives us the freedom to position the flames exactly where they'll have the most impact, adapting fully to your event layout and creative vision.

COLOUR FLAME UNITS

We are proud to introduce the next evolution in event entertainment - colour flame technology. These precision controlled flame effects are designed to elevate atmosphere, energise audiences, and add an entirely new dimension to visual displays.

Perfect for the opening of a major festival, the climax of a headline performance, or a dramatic product reveal, these can all be enhanced by our vibrant coloured flames. This technology offers a fresh, modern way to bring events to life, adding intensity, emotion and identity to any live experience. Paired with pyrotechnics, lighting or other effects, colour flames create moments that captivate and energise crowds.

Our colour flame system is also perfectly suited for pride celebrations, themed occasions, brand events, arena shows, and TV or film production. The unique five-way fan unit projects five individual flame jets, each can be a different vivid colour or all as one colour.

For the most vibrant results, we recommend using the colour flame system in shaded areas or during evening events, as direct sunlight may reduce visual intensity. Available flame colours include purple, yellow, blue, green, and red. These can be fired individually or in combination, giving you total creative control.





SMOKE & LIGHTS

We're excited to introduce the Eco Jets. These offer a cleaner and more efficient way of delivering the striking white cloud effect usually associated with CO_2 jets, but without the need for multiple gas bottles or the safety concerns that come with them.

The Eco Jets produce powerful smoke columns reaching up to 15 metres high, with a single unit running for up to 10 minutes in still conditions. This is equivalent to the output of around 15 large CO_2 bottles.

It's not just practical, it's visually impressive. Each Eco Jet is fitted with built-in fully customisable, LED lighting allowing us to transform standard smoke effects into vivid, multicoloured plumes at night, adding atmosphere and impact to any event.

For those looking to reduce logistics and hazards without compromising on performance, the Eco Jet is a modern, sustainable upgrade making it ideal for everything from live shows and festivals to corporate events and sports productions.

SMOKE PYROTECHNICS

Daytime pyrotechnics are a powerful way to boost audience engagement, create unforgettable moments, and build anticipation ahead of any major event. These effects can be fired from ground level, rooftops, stages, stadiums or other elevated positions to suit the venue and setting.

Our extensive range of vivid colours allows us to match branding, campaign visuals, themed events or celebration palettes. The bright smoke effects unleash bold, controlled bursts of colour that energise the atmosphere and leave a lasting impression.

All products we use are sourced from a leading UK manufacturer, zero-debris and single-shot units this means no mess, no fallout, and no risk of damage to the surrounding area and audience. This clean, low-risk format makes them perfect for high-traffic locations, fast turnarounds, and live broadcast environments where safety and visual precision are essential.

The firing system we use is completely wireless, removing the need for visible cables and reducing both trip hazards and setup clutter. Each effect is mounted on a compact base plate for easy positioning and fast deployment, allowing for quick setup and swift removal, ideal for high-paced event environments where efficiency matters.





SPARK EFFECTS

Cold spark machines are redefining event experiences, offering a safe alternative to traditional pyrotechnics. These innovative systems produce a non-pyrotechnic spark fountain, making them ideal for use in close proximity to performers, guests, audiences, and stage areas without compromising safety.

They offer the perfect solution for magical occasions, cold sparks bring a new level of energy and visual flair to artist entrances, product reveals, awards ceremonies, grand openings, and other key moments. They can erupt in sync with music or be used manually through a controller to highlight a dramatic reveal, these effects create a sense of spectacle and revolutionise any event.

Compact, controllable, and highly versatile, our cold spark machines are suitable for both indoor and outdoor use. They can be precisely choreographed to align with music, lighting, or live performance cues, allowing for seamless integration for your show. The combination of reliability, visual brilliance, and minimal risk makes them an ideal solution for event professionals looking to deliver added visuals with complete peace of mind.

EQUIPMENT

Our modular equipment is built to meet the demands of fast-paced live environments. Designed for efficiency, it allows for rapid setup and pack-down, making it ideal when time and space are limited. Each machine is housed in a sleek, custom-engineered flight case that offers protection during transit while dramatically streamlining deployment on-site. Smooth-rolling wheels ensure easy, professional movement across a wide range of venues.

For flexibility on site, our machines can be operated either as standalone units removed from the case or left in the case for added height and easier manoeuvrability. This gives full control over positioning, whether a low-profile setup is needed or a raised, mobile platform is more suitable for the environment.

Beyond their practical advantages, these flight cases also serve as strong branding opportunities. Our in-house design team can create and apply custom magnetic graphic panels tailored to your branding, whether that's corporate colours, sponsor logos, campaign messaging, or bespoke artwork, all of which can be sent as 3D previews in advance. These interchangeable panels turn each unit into a mobile visual asset that looks sharp on camera and reinforces brand presence across the site. We can provide editable design templates or manage the entire process from concept to print-ready graphics. Previews are shared in advance for review and feedback, giving you full creative control. This system ensures a smart and professional appearance from arrival to activation.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MOTOR SHOW.
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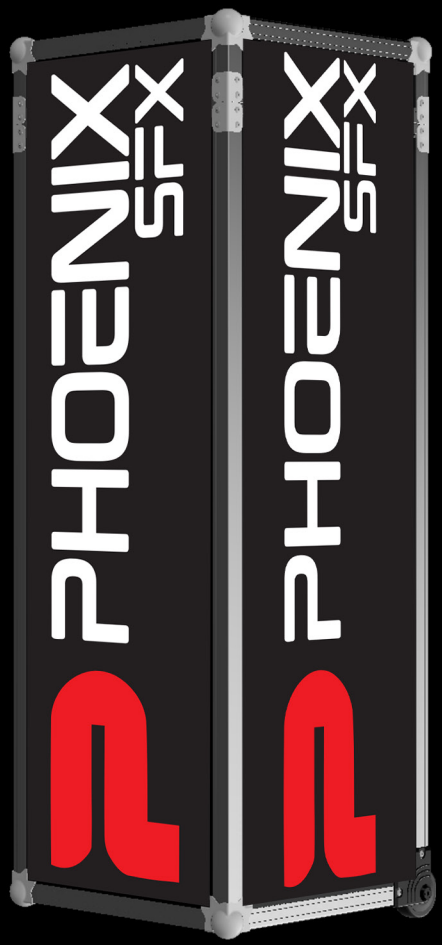
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COLLABORATION

At the heart of our service is a belief in partnership. We don't just work for our clients, we work with them. Every project is a collaboration built on trust, clear communication, and shared vision. From the first conversation to the final result, your input shapes everything we do.

To ensure complete confidence in the outcome we use Finale 3D, an industry leading design software. This allows us to provide realistic visual simulations of your setup in advance, the picture on the left is an example of the images our software can produce. These previews allow you to see exactly what will be delivered, helping you make informed decisions before anything goes live.

Your feedback during this stage is not only welcomed but for us, it's paramount. We actively encourage you to share your thoughts, adjustments, or concerns so we can refine the design to your satisfaction. Our goal isn't just to meet expectations, but to exceed them, always.

Working together, we ensure the final result is something you are proud to put your name to. Whether it's a small private function or major public event, our commitment is the same. To deliver an end result that speaks for itself.

ELEVATION

We deliver high-impact atmospheres through carefully choreographed flame, pyrotechnic, and special effects sequences. Whether it's a live event, concert or ceremony, our effects are designed to amplify key moments, heighten anticipation and engage the audience.

Our advanced flame, pyro, and SFX systems can be operated manually or fully timecode synced, ensuring precise alignment with lighting, audio or video elements already in place. This integration allows us to deliver tightly coordinated effects that enhance the mood and energy of any production, making the experience immersive and unforgettable.

We don't just add effects to a show, we bring expertise that elevates it. Our team works closely with existing production crews, show designers, and technical staff to plan and deliver seamless sequences that align with your creative vision. Whether it's building momentum in the opening moments or creating a signature highlight, we tailor every cue to maximise impact and emotion.


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ULTIMATE
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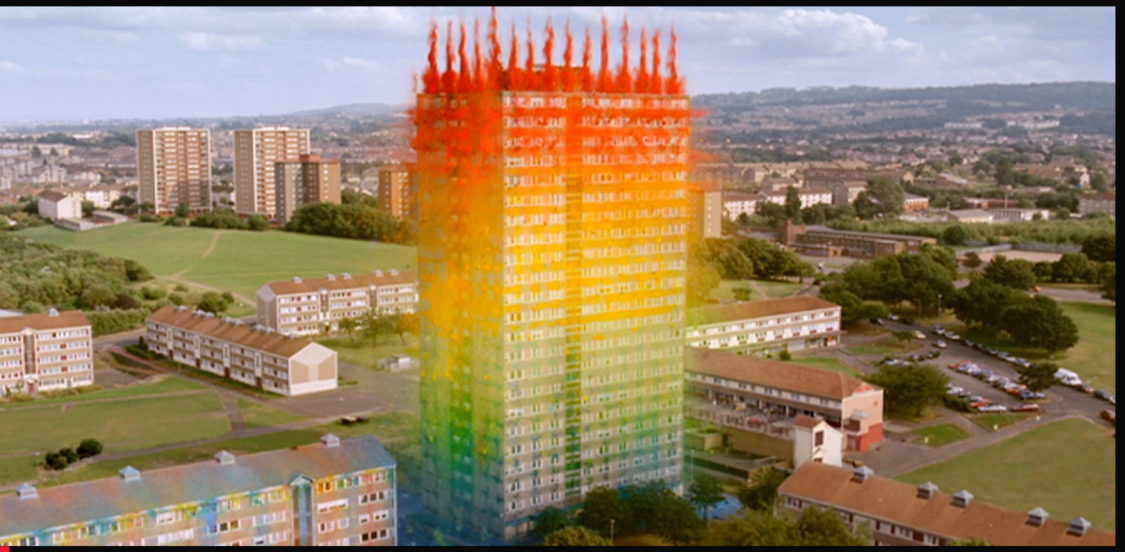
WESTFIELD LONDON



SONY BRAVIA - PAINT



EE 5G LIVE

DELIVERING THE BESPOKE & UNIQUE

Westfield London 10th Anniversary:

For weeks, we worked closely with Westfield Events on a confidential project to mark the shopping centre's 10th anniversary. The brief was to deliver a high-impact, three-minute pyrotechnic display to close out the evening's celebrations, held in a marquee just outside the venue. Hosted by James Corden and featuring live performances from Rita Ora, Liam Payne, and Rudimental, the event was a major celebration and our display provided the perfect finale.

Sony BRAVIA TV Advert:

In one take, we fired 70,000 litres of paint at a Glasgow tower block for the iconic Sony BRAVIA "Paint" advert. The high-rise was completely rigged with pyrotechnic paint charges, explosives and over a thousand firing positions, all timed precisely for this multi-million-pound campaign. The entire sequence had to work perfectly on the first attempt, with dozens of cameras rolling and no opportunity for a reset. It remains one of the most ambitious and technically demanding shoots we have been involved in, and a landmark moment in large-scale creative special effects.

EE 5G Live Launch featuring Stormzy:

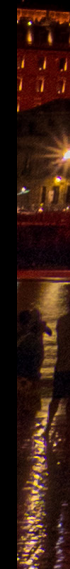
In 2019, Phoenix successfully navigated immense pressure to deliver a flawless EE 5G launch event, prominently featuring Stormzy. Despite high stakes and technical complexities, our meticulous planning and execution ensured a seamless and impactful showcase of EE's 5G capabilities, proving crucial to the event's success.

SAFETY & RISK ASSESSMENTS

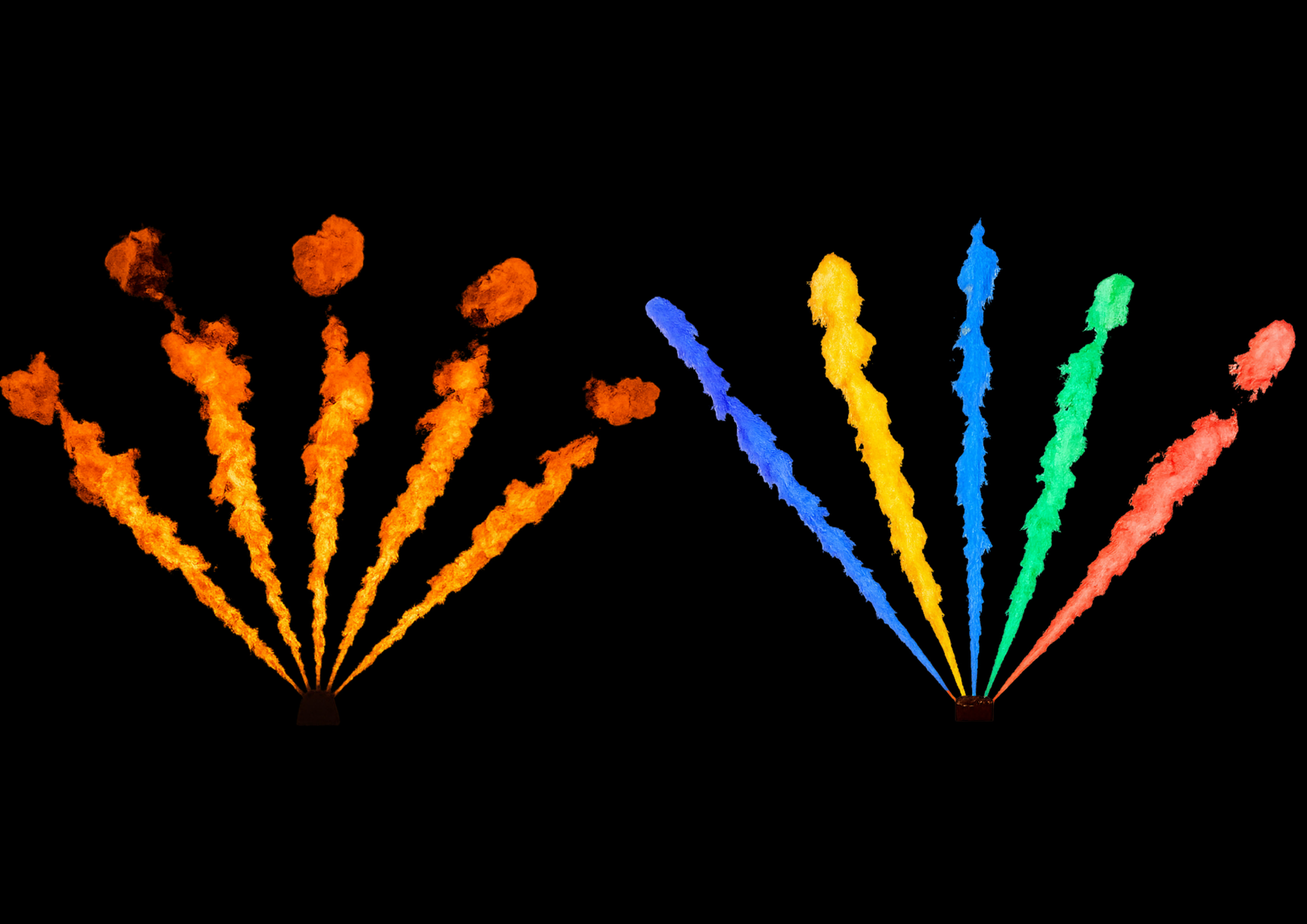
At Phoenix, safety is not an afterthought we ensure it is the foundation of everything we do. Whether we're delivering a major city-centre firework display or a smaller indoor SFX sequence, our team carries out a full site assessment before any work begins. This process ensures each location is suitable and that every risk is understood, mitigated, and prepared for this includes the often unpredictable effects of weather.

Phoenix has been involved in risk planning for events across the board. These range from high profile public events like The Lord Mayor's Show on the River Thames to intimate hotel wedding displays. Each project presents its own set of challenges. Our experience across this wide range of venues allows us to tailor our approach, ensuring that both fireworks and special effects are delivered with maximum impact and professionalism which never compromises on safety.

We've also worked closely with local authorities, providing safety training and guidance on the responsible planning and execution of displays. Our commitment to best practice has earned us consistently high praise and our insurers regularly conduct independent audits across various areas of the business. We're proud to say Phoenix continues to receive a flawless record in each report.







SUMMARY

Thank you for taking the time to review the Phoenix SFX brochure.

The contents offer an overview of our capabilities in delivering world class special effects and staging pyrotechnics for live events, broadcast productions, and public celebrations.

At Phoenix SFX, we combine creativity with precision, drawing on years of experience producing high impact displays for a wide range of high profile clients. Whether it's a major public event, a televised performance, or an intimate show, our work is defined by careful planning, flawless execution, and an uncompromising approach to safety.

While each project is unique, our aim is always the same and that is to deliver unforgettable moments that are technically sound, visually powerful, and completely safe. Our reputation for excellence has led to long standing partnerships, with clients returning to us year after year.

We're excited at the opportunity to bring that same level of passion and professionalism to your next event.



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