



see, hear, experience



# Reaction Fireworks

## Back story

**Reaction Fireworks, part of Alan Hillary Events Limited, is one of the leading pyrotechnic display companies in Europe.**

Started as Alan Hillary Pyrotechnics over twenty years ago by Alan and Adam Hillary, the company has staged thousands of shows from small family events to national and international celebrations with audiences in the hundreds of thousands. Every display is personally designed and created by Display Director Adam Hillary, a

leading pyrotechnician with an international reputation and experience in several continents.

The company was winner of the British National Firework Championships in 2004 and runner up in the British National Firework Champion of Champions, 2006.



## What we do

**Fireworks are what get us up in the morning. Not literally, of course, but to say that we eat, sleep and breathe them would be an understatement.**

We like to think that this gives us an edge in our shows. We'll go to extraordinary lengths to come up with new ideas and technology that thrill our customers, time after time.

Our safety record is exemplary and as members we are in regular communication with industry bodies such as the BPA and CBI to ensure that we're up to date with changes in legislation and standards. We also produce risk assessments and detailed operational procedures.

The knowledge and instincts we've acquired over time mean that you can have total confidence in our ability to put on a world class firework display. On time, on budget and off the scale in terms of Wow! factor.

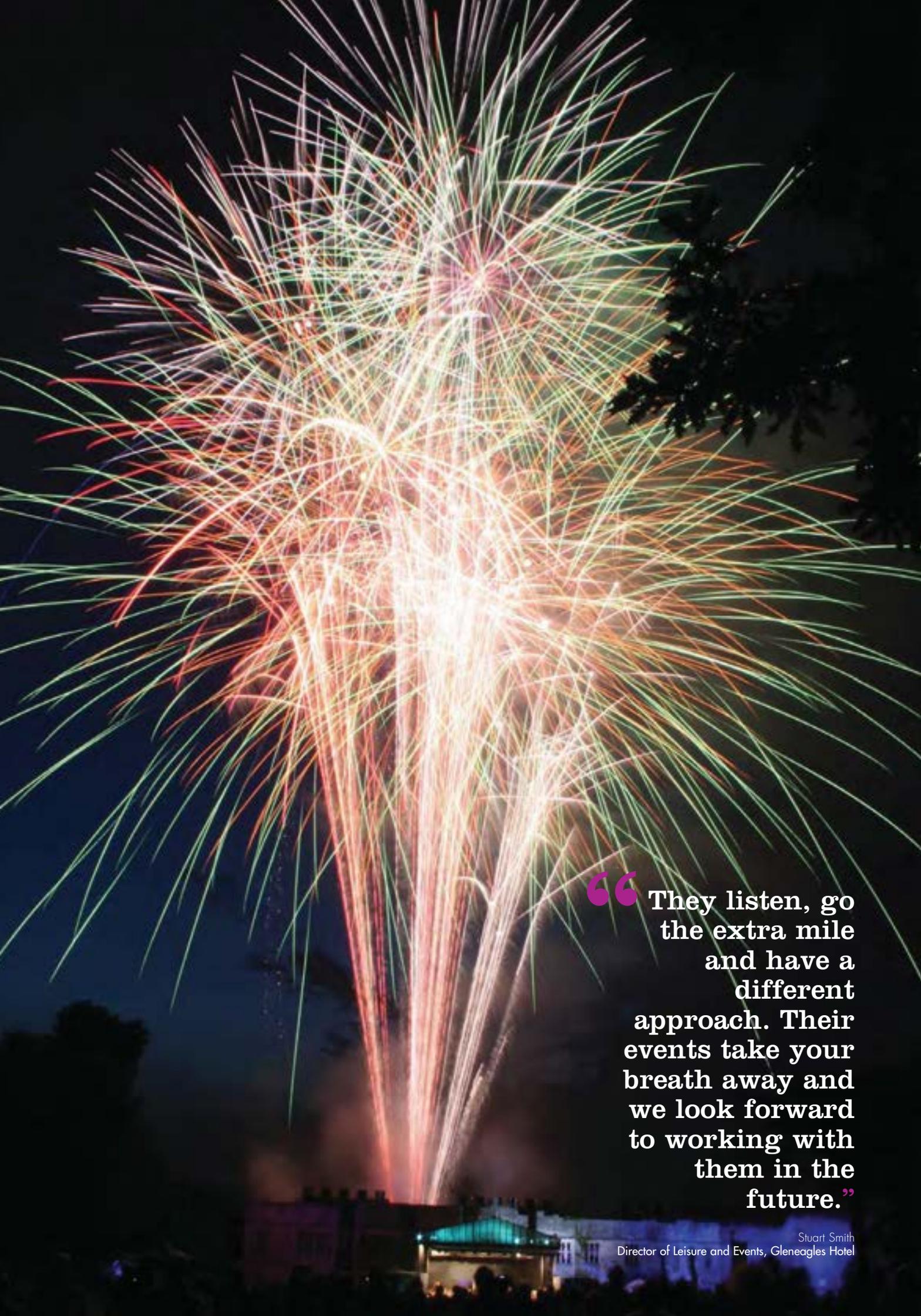
**The limit to what is possible is your imagination**

### How we do it

**The way we work is collaborative.** We're flexible, we like people and we place huge importance on setting aside time to discuss your ideas with you. The only limit to what's achievable is your imagination. Because of this tailored approach, no two shows are ever the same. We know you'll be pleasantly surprised at our good value too.

**Staying at the top of any profession is hard work. But if you love what you do, it never really seems like work. We're very lucky.**





**“ They listen, go the extra mile and have a different approach. Their events take your breath away and we look forward to working with them in the future.”**

Stuart Smith  
Director of Leisure and Events, Gleneagles Hotel

# What kind of show?

## Breathtaking fireworks, pure & simple

As we mentioned earlier, a firework display can be a spectacular seen by many thousands, like our show to celebrate the 25th anniversary of the Humber Bridge. Fired from seven different positions, it was seen, we believe, by more than 100,000 people.

Or a display can be a family gathering like a wedding, birthday or anniversary. We like the variety. We've produced shows for events as diverse as a marriage proposal to an Undertakers conference, the launch of a chocolate bar to the launch of a submarine.



## Sssh

For a variety of reasons, we're asked increasingly by clients whether we can produce displays which are 'quieter'. This is completely achievable and we'll be happy to do this for you.

## Musical displays

**A musical display adds extra emotional resonance to an occasion. It may be that you'd like a special programme of music with fireworks to mark a significant event or anniversary. We'll be only too delighted to choreograph your display for you.**

Digital firing systems accurate to a split second mean we can choreograph our pyrotechnics with an exactness which can respond to the slightest nuance in a piece of music. It doesn't matter whether it's pre-recorded or performed in real time, we're just as at home with Mozart as we are with Madonna. And of course, we can always

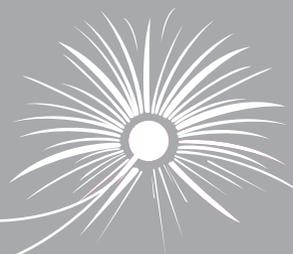
produce a full-blown Son et Lumiere for you, with a script, lighting and special effects.

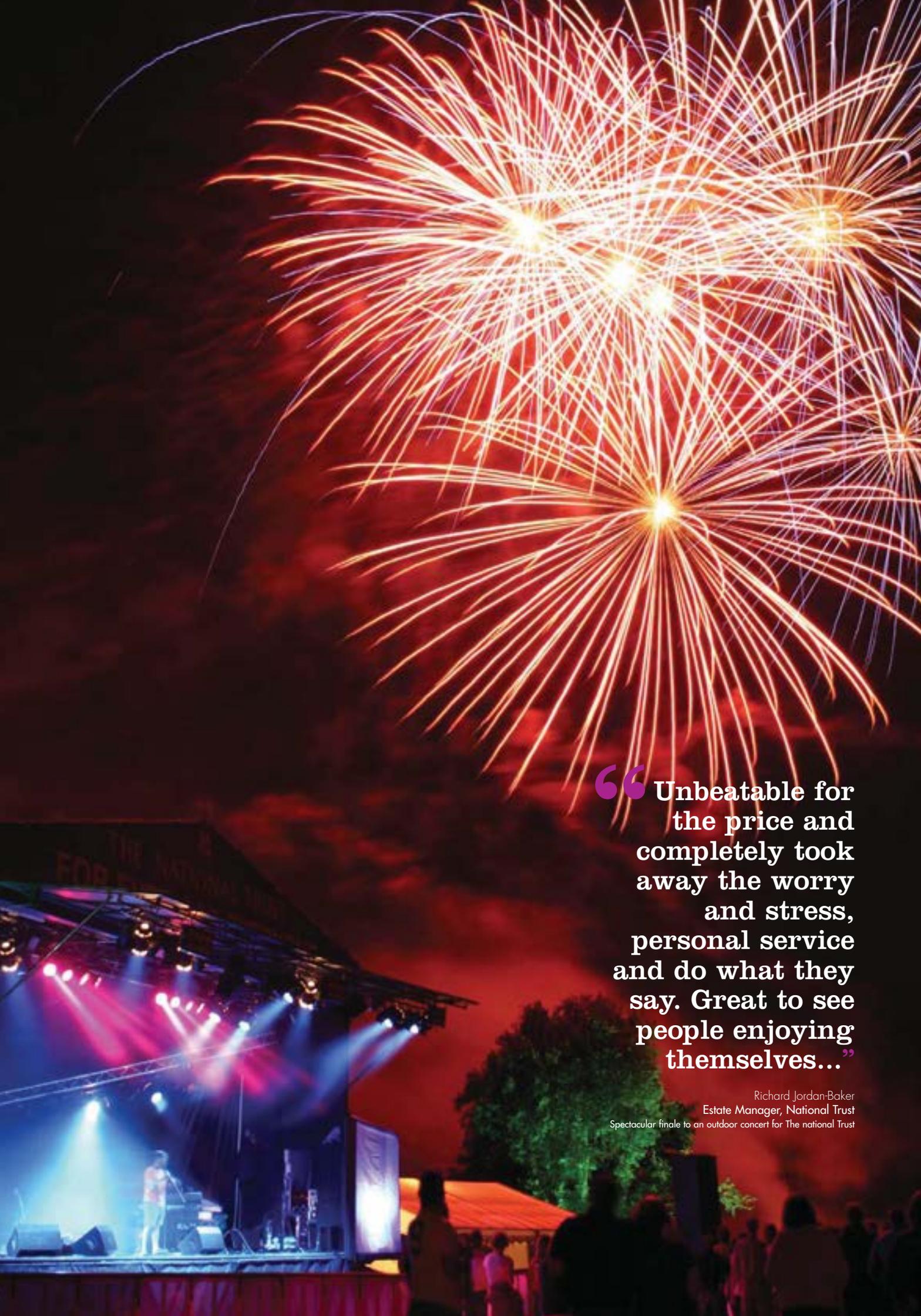
Our OUTDOOR CONCERT finales are renowned and we work throughout the Country at stunning locations such as Runnymede, Chatsworth and Harewood House. Artists we've worked with include The Halle Orchestra, The Royal Liverpool Philharmonic, Will Young, Ronan Keating, UB40, The Stereophonics and Ozzy Osbourne.

### Rocket science

**We invest thousands of pounds every year in the latest developments in pyrotechnic technology.** All our displays are fired electronically. Our firing systems allow us to time fireworks to fractions of seconds with music. They have also opened up enormous possibilities for us to create jaw-dropping special effects in arenas, stadiums and other restricted areas. The future just gets more and more interesting.

**There's almost no limit to what we can do for you with fireworks.**





**“Unbeatable for the price and completely took away the worry and stress, personal service and do what they say. Great to see people enjoying themselves...”**

Richard Jordan-Baker  
Estate Manager, National Trust  
Spectacular finale to an outdoor concert for The national Trust

# Reaction in action

## Public displays

Many of our biggest displays are for Councils, Rotary Clubs, Round Tables and even companies, who use us regularly for their major public displays and events. Reaction Fireworks is in a unique position to help in this area. Our sister company, Alan Hillary Events [www.ahevents.co.uk](http://www.ahevents.co.uk) has specialised in total event management for over twenty years and has a matchless reputation for fruitful, long-standing partnerships with many organisations.

Other requests are for festivals, events to attract tourists, Christmas light switch-ons, Guy Fawkes night (naturally), regional celebrations and national occasions like the Queen's Jubilee.

Our clients include Alexandra Palace, Dundee City Council, American Adventure Theme Park, Derby Council, Chesterfield Council and Newcastle City Council.



## Corporate displays

We're often asked to provide firework displays for conferences, product launches and other company related functions.

Our displays can be tailored to include your corporate colours and logos in fireworks. We work regularly at the five star Gleneagles Hotel and our clients include BMW, EMAP, McCain, Nissan, Northern Rock, The British Grand Prix Ball, AA Car of the Year and Microsoft.

If you'd like to find out more about what we can do for you, give us a call or log on to our website.

**T 01207 524 852**  
[www.reactionfireworks.co.uk](http://www.reactionfireworks.co.uk)

We look forward to meeting you.



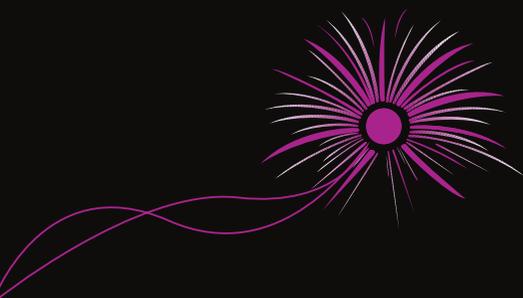
### Clients include

Ackergill Tower  
Alexandra Palace  
American Adventure  
Apollo Cinemas Ltd  
BAe Systems  
BBC  
British Grand Prix Ball  
Children's Hope Foundation  
Comic Relief  
Cutty Sark Tall Ships Race  
Derby City Council  
Dundee City Council  
Gleneagles Hotel  
Harewood House Trust  
Incredible Event Company  
Langley Castle  
Metrocentre  
Microsoft  
National Trust  
Newcastle City Council  
Newcastle United Football Club  
Nissan  
Northern Rock  
North Lanarkshire Council  
Smyle Events  
Sunderland City Council  
Sage Gateshead



**“ Dedicated and professional, superb synchronisation, spectacular, enthralling. Very good feedback from everyone who witnessed the display, very happy to recommend.”**

Peter Hill  
Bridgmaster, Humber Bridge Board  
bespoke display for 100,000 members of the public to celebrate the  
25th Anniversary of The Humber Bridge.



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