

INSIDE // FIREWORKS IN A BOX • CHOOSING YOUR PHONE SYSTEM • CURRENT RISKS FACED BY BANKS

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# THE LEGAL ISSUE

CONVERSATIONS WITH  
MERL CODE  
BRAD WYCHE  
REID SHERARD  
ANNE ELLEFSON

Greenville attorney and businessman Merl Code.  
Will Crooks/Upstate Business Journal





# Explosions in the Sky

ViViD Fireworks delivers magical memories with customized fireworks shows

WORDS BY MELODY WRIGHT

ViViD Fireworks eliminates the five main concerns of consumers: the danger associated with fireworks, the noise, the aftermath/cleanup, the selection of appropriate fireworks, and state laws. Photo provided by ViViD Fireworks



Jamey Fish has devised a way to safely bring all the excitement, color, and spectacle of a professional fireworks display to personal celebrations such as birthdays, weddings, and private parties.

Fish is the founder and CEO of Simpsonville-based ViViD Fireworks, which offers a customized fireworks show in a box to virtually anyone who wants to easily add extra excitement to family celebrations. The company touts these pre-packaged pyrotechnics as “custom designed for private parties in smaller spaces.”

With years of experience in the global consumer-products industry and having worked in the fireworks industry since he was 15, Fish paired his marketing and product-development knowledge with his fireworks passion to pursue his lifelong dream.

“I’ve known since I could talk that I was going to be in the fireworks industry — it’s all I ever really wanted to do,” he says.

Fish’s resume includes work for national and international professional fireworks companies on shows such as New Year’s Eve in Times Square, Super Bowl halftimes, and FIFA World Cups. He also worked in a consultant role for Disney, particularly in Buenos Aires, Argentina.

At age 30, Fish decided to jump into corporate America and relocated to Greenville in 2010.

“It was actually a very valuable educational jump because I learned so much more about product development and business strategy,” he said, “but I never lost the passion and this big idea that I’d had since I was a kid for this company that I started.”

With his wife’s encouragement, the small startup produced a crude prototype in 2015.

“Just the prototype itself has taken off way faster than I had anticipated,” Fish says. “We went from one year of a couple of tests here to four states, and then the last few months the demand has actually grown nationally to almost 24 states now across the U.S.”

Fish explains that to incorporate fireworks into personal celebrations, he worked to eliminate the five main concerns of consumers — the danger associated with fireworks, the noise, the aftermath/cleanup, the selection of appropriate fireworks, and the state laws.

ViViD offers its customers a stress-free way to celebrate their events with fireworks. Through the first-ever online show-creator tool, people can visit the website and enter their event details to get a recommended, worry-free fireworks show in a box that’s designed specifically for them.

**ViViD receives 90 percent of its revenue from events not associated with Fourth of July or New Year’s Eve.**

“It’s really beautiful, it’s professionally designed, it’s safer and easier to use, it’s smart-phone-controlled, and it’s actually delivered right to your special event,” Fish says.

Customers can also choose to have a licensed professional fireworks technician operate the show rather than using the smart-phone controller.



## VIVID FIREWORKS SHOW IN A BOX!

**Founder:** Jamey Fish

**Service:** Personalized fireworks show in a box

**Market:** Individuals celebrating birthdays, weddings, private parties, and other milestone events

**Differentiators:** ViViD delivers a customized fireworks show in a box to anyone who wants to add extra excitement to an event. The pre-packaged pyrotechnics are “custom designed for private parties in smaller spaces.” Customers can choose to have a licensed professional fireworks technician operate the show, or they can use a controller via smartphone.

“So that allows us to work wherever our customers are and provide their full-service needs,” Fish says, calling it the DFY (we do it for you) method.

Most shows have a duration of eight minutes, which Fish says he has found to be an ideal complement to a variety of events. The customer’s event is the focus, not the fireworks show.

“Fireworks just make it more magical and memorable,” Fish says.

One challenge for Fish is to keep up with the demand created by ViViD, which receives 90 percent of its revenue from events not associated with the Fourth of July or New Year’s Eve.

“I really didn’t want to jump in as another competitor into an industry that just thrives and relies on those two dates,” he says.

As a young company, ViViD will continue to evolve the core product itself. Fish says they are exploring a wider variety of colors and a “baby box” for gender-reveal parties.

“We’re growing like crazy,” he says. “The company was designed to be national when I put it together; I just didn’t anticipate that it would expand that fast.”

*For more information, visit [vividfireworksbox.com](http://vividfireworksbox.com).*

Jamey Fish, founder and CEO of ViViD Fireworks, has worked for national and international professional fireworks companies on shows such as New Year’s Eve in Times Square, Super Bowl halftimes, and FIFA World Cups. Irina Rice/Upstate Business Journal

