

## New brand: A Welcome change for Anabas

3 years ago



Anabas has launched [Anabas Welcome](#), an exciting new front of house (FOH), guest services and lifestyle brand that will strengthen the UK-based business in response to surging demand.

Anabas is laser-focused on providing premium service to customers that value authentic, high-quality experiences. French-owned facilities service provider [Armonia](#), which began as a FOH company in 1974 with a strong lifestyle and welcome philosophy, acquired Anabas in 2021 due to their shared values. Two years earlier, Armonia bought Office Concierge, a specialist in high-quality, 24-hour reception services in corporate and residential environments.

This launch will see Office Concierge become Anabas Welcome from 1<sup>st</sup> October 2023. The new brand will benefit from Anabas' infrastructure and centralised support functions, including HR, finance, health & safety, environmental management, ESG, marketing and communications. The strategy is to merge the two teams into one, ensuring more synergy, resilience, and robustness.

Anabas has experienced double-digit growth since 2021, representing a 15% increase annually over the past three years. The combined company now takes Anabas from a £35 million turnover business to £50 million.

Anabas Welcome will encompass three core strands: Residential, which will sit under Anabas Director, Tom Ward; Corporate, which will be led by Anthony Laser, Office Concierge's current Managing Director; and [Privée](#), Office Concierge's service for booking luxury travel, corporate hospitality, tickets for sold out events, restaurant reservations and full event management, with significant plans to invest in this product in 2024.

Anabas' managing director, Alistair Craig said: "The Anabas mission is to be great at one thing: delivering



high-quality services focused on enhancing the employee and guest experience. The launch of Anabas Welcome allows us to do that by strengthening our service offering, leaning on the extensive experience of the two companies, and keeping up with the incredible growth in both corporate and residential markets.”

Director of commercial, Anthony Laser, said: “Anabas Welcome is an exciting new chapter for Office Concierge, Privée and our 300+ team members. I’m hugely excited to embark on this new journey and build upon our 20-year operational history as experts in front of house but now as part of a broader FM service business. As ‘sister companies’ we already had shared values, resource, and some contracts, so this is a natural move to integrate our business support operations and set us up for future growth and success.”