

ABM Introduces ABM Experience Solutions, Expanding Global Focus on Guest Experience

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ABM, a leading multinational provider of facility, engineering, and maintenance solutions, has announced the rebrand of Blackjack Promotions under ABM. Blackjack's specialised creative and human-centred capabilities will be delivered through a new ABM Experience Solutions (AX) offering. Marking a strategic step in ABM's growing guest experience capabilities, the solution brings together the innovation, people-first focus, and operational excellence that define the ABM brand.

Building on Blackjack Promotions' 30-year legacy as a leader in travel retail staffing and experiential marketing, ABM Experience Solutions will serve as ABM's dedicated platform for delivering creative, human-centred experiences that connect brands with customers across the UK and Ireland. The move underscores ABM's growing emphasis on the power of experience as a differentiator for its clients — from airports and venues to retail environments and commercial spaces — reflecting the company's commitment to shaping real human moments that enhance brand connection and customer loyalty.

"This brand integration is about more than a name change — it's about unlocking opportunity," said Richard Sykes, Senior Vice President & President, ABM UK & Ireland. "Since its founding in 1995, Blackjack Promotions has built a reputation for creativity and excellence. By integrating that legacy into the ABM brand, we're strengthening our UK and Ireland expertise and creating a platform for future growth internationally — expanding ABM's reach into new sectors and experiences."

The ABM Experience Solutions (AX) service offering will centre around four pillars:

1. **People:** Expert staffing and ambassador deployment — trained, brand-aligned individuals who represent your culture and deliver standout service
2. **Experiential:** Design and delivery of immersive, brand-enhancing environments — from pop-ups to permanent activations
3. **Learning & Development:** End-to-end training design and delivery — shaping confident, capable teams who live customers values
4. **Service Design & Consultancy:** Strategic advisory on service journeys, workforce planning, and customer experience — helping clients build, optimise, or transform their proposition

“This move is about combining the best of both worlds,” said Leanne Nutter, Retail & Brand Director, ABM. “Our clients value the creativity, flexibility, and personal service that have defined Blackjack Promotions. Now, we’re able to pair that expertise with the stability, compliance, and multinational reach that come with being part of ABM. It’s an exciting next chapter — one that strengthens our position for the future.”

The introduction of the ABM Experience Solutions offering aligns with ABM’s repositioned brand platform, “Driving possibility, together,” and reflects the company’s evolution as a purpose-driven, data-enabled solutions provider. Through ABM Experience Solutions, ABM will integrate creative and interactive expertise into its broader suite of integrated solutions, further elevating the way people experience spaces — from the journey through an airport to the atmosphere of a world-class event.

“The ABM Experience Solutions offering and capabilities of this specialised team reflect how our brand continues to grow beyond traditional facility service delivery,” said Cary Bainbridge, Chief Marketing Officer, ABM. “As a multinational organisation, we’re investing in solutions that create genuine connection — between people, places, and possibilities. By evolving Blackjack Promotions into ABM, we’re building on a proven foundation of creativity and expanding it across our sectors to help clients elevate the guest experience in every environment.”

Founded in 1995, Blackjack Promotions quickly established itself as a pioneer in travel retail staffing and experiential marketing, growing to become one of the UK’s leading providers. The business was acquired by ABM in 2013, giving it the backing of a multinational facilities and aviation services leader while allowing it to expand its footprint across 20+ UK airports and build a strong reputation for connecting people and brands.