

# Premium Products Wholesale Business for Sale Wellington



## For Sale

Location: **Wellington**  
Asking: **\$660,000**  
Type: **Wholesale/Distribution**

### Leading Wholesaler of Premium Products

Keen to Carry On a Proud Kiwi Legacy in a High-Demand Market? This Is Your Window of Opportunity.

After more than 35 successful years, the current owners are preparing to retire, opening the door for a new operator to take the reins of one of New Zealand's most trusted B2B wholesalers in the greeting card, stationery, and giftware space.

This respected Wellington-based business has built a strong reputation for delivering a unique, high-quality product range, backed by well-established international supplier relationships and a loyal national customer base. With new product lines launching and agency opportunities emerging, momentum is building - creating the perfect time for a motivated buyer to step in and scale.

Why This Business Stands Out:

- \* Flexible, streamlined operating model
- \* Commission-based sales reps covering all NZ regions
- \* Strong B2B client base built over three decades
- \* Proven brand presence with widespread industry recognition
- \* Capacity to grow further in a high-margin, creative industry

The business not only represents premium international brands but also designs and publishes its own sought-after greeting card lines, keeping offerings fresh and aligned with consumer trends.

For the right buyer, this is more than just a stable business - it's a springboard for expansion, brand development, and deeper market penetration in the lucrative NZ giftware and stationery sector.

Serious about ownership? Act now - opportunities with this kind of foundation and potential don't stay on the market for long.

Asking Price:\$660,000 (\$500,000 plus stock - circa \$160,000 (plus prepayment stock))

Jonathan Barrett, 021 538 194, [jonathan.barrett@linkbusiness.co.nz](mailto:jonathan.barrett@linkbusiness.co.nz)  
Neil Craigen, 029 222 0742, [neil.craigen@linkbusiness.co.nz](mailto:neil.craigen@linkbusiness.co.nz)

\*\*\*Some details of the business for sale are confidential and can only be disclosed upon contacting the broker and a completion of a Confidentiality Agreement. Due to the confidentiality of this business a stock photo image may be used to represent the business.

#wesellbusinesses #import #distribution #wholesaler #wellingtongreaterarea

Ref: EL04669

Timestamp: 20250905124503

### Contact:

Jonathan Barrett  
021 538 194

[nzbizbuysell.co.nz/129772](https://nzbizbuysell.co.nz/129772)

Link Business (Ellerslie)  
Licensed REAA 2008  
Broker Ref: EL04669

