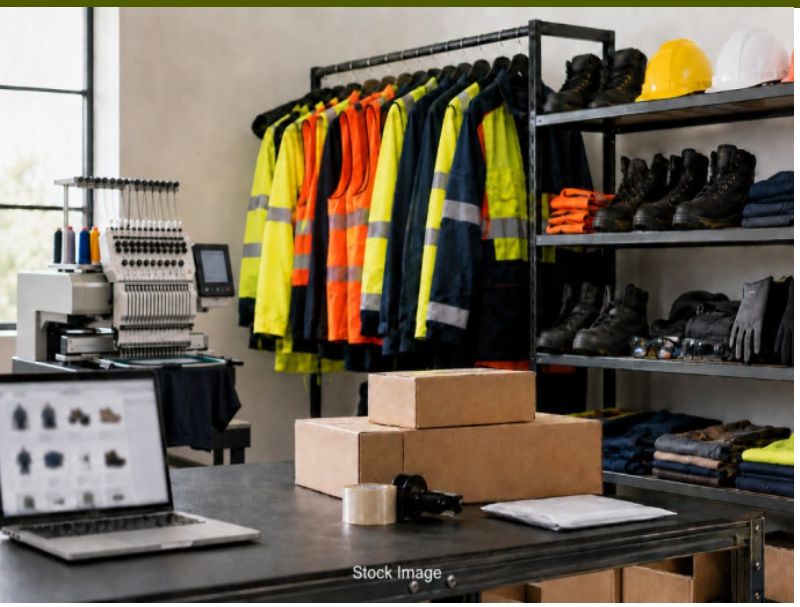
Safety apparel and Embroider Business for Sale Rotorua



Safety apparel, promotional products and embroider

First time on the market, this is an established, home-based supplier of workwear, personal protective equipment, safety footwear and specialist apparel.

Operating since 2007, the business combines long-standing commercial accounts with a nationwide e-commerce platform and extensive wholesale supplier network. Its low-overhead, asset-light model uses direct supplier fulfilment alongside selective stockholding and in-house embroidery.

With approximately $337,000 in FY26 revenue, positive owner earnings and no commercial lease commitment, the business is well suited to an owner-operator or as a strategic addition to an existing safety, workwear, embroidery or trade-supply business.

The sale includes the established brand, website, customer and supplier relationships, systems and operating assets, with stock additional at valuation.

Further details are strictly confidential and will only be disclosed to qualified parties once a confidentiality agreement has been issued, signed and returned. This is Plus GST (if any).

Location: **Rotorua**

Asking: **$185,000 +GST(if any)**

Type: **Wholesale/Distributio / Home Based**

Contact:

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