

GREAT Business People

EAST COAST DIVE SUPPLIES

B3 Engineering Services Ltd has branched into an additional business, establishing a dive store that offers diving and spearfishing equipment.

Owners Brad and Holley White have turned their own family free-diving hobby into a Wairoa retail business to support local hunters and gathers and those who enjoy snorkelling and fun in the water.

The couple has owned B3 Engineering Services for around five years and is excited to have set up the new shop, which includes Cressi and Immersed-branded wetsuits, masks, snorkels, flippers, and spearfishing gear.

The purpose-built retail space is a store within a store built within the B3 premises and currently open on Thursdays, Fridays, and Saturday mornings.

“We are only a few months in, but the community reaction has been really positive,” says Holley. “We know free diving and scuba diving are popular in our district, and we are surrounded by beautiful dive spots. Our aim is to expand the dive shop to meet demand, including adding scuba equipment and, if possible, filling dive tanks. We are also fully stocked with the popular Wettie range of wetsuits and carry out repairs and maintenance to dive gear and spear guns. Plus, we have added a range of wetsuits, masks and snorkels for kids, which will make the perfect Christmas gift.”

Since purchasing the Carroll Street business in 2019, the Whites have expanded the engineering business and now have a staff of

eight, including two apprentices. In addition to a range of engineering services, they also provide a heavy diesel machinery service.

The couple has survived the challenges of a life-changing motorbike accident that left Brad in a wheelchair and also Cyclone Gabrielle, which saw knee-deep floodwaters through the workshop and shop.

The upside of the flooding was a chance for a massive cleanup, which created more space and the opportunity to set up the dive shop. “We wanted to create a specialised space for the dive gear and have gone for a rustic underwater feeling with art, plenty of room, and easy access.

“We want the dive shop to be like B3 Engineering, where we can offer people an affordable local solution rather than having to shop out of town.”

Holley says there are a lot of free divers in the district, and many people want to be self-sufficient by catching kaimoana. “Free diving is a real passion for our whole family. Brad is an amazing diver, and it’s great to be able to combine something we love within the business.

“We love living in Wairoa. The community and people have been really supportive of us, and we are grateful to be here. “This is just the beginning. We are all ready for a summer of diving, and we welcome feedback. Please call in, check us out, and tell us what you need. If we haven’t got it in stock, we will try our best to get it for you.”



43 Carroll Street
shop@eastcoastdive.nz
06 261 4009.

Open Thursdays and
Fridays 9.30-4.30pm and
Saturdays 9.30-12.30pm.

If you have a great business or service to promote,
please contact Wairoa District Council at:
ed@wairoadc.govt.nz

