



Import Export Support
confidence through clarity

CLIPBOARD CASE STUDY

Happy Hot Tubs



How Covid led to better import processes at Happy Hot Tubs

Happy Hot Tubs are one of Britain's biggest Hot Tub dealers. The family firm's success has been built over three decades importing high end hot tubs from the US.

Responsibility for import procedures belongs to Vicky Tudor, the company's Office and Projects Manager and the story starts when Covid hit the UK.

The problem

Back in 2021 the onset of the Covid pandemic created a problem for Happy Hot Tubs that many other businesses would have been delighted to share. During the first lockdown, with many people stuck at home, Happy Hot Tubs' order book was full to bursting.

Many readers will remember the problems of obtaining product from abroad during this period. These pressures brought home to Vicky and her colleagues the importance of making import processes as smooth as possible, and a recognition that their procedures might need an overhaul.

Just at this point HMRC asked some difficult questions about commodity codes used on import documentation for the company's growing range of accessories and parts, confirming what many import professionals know, that commodity codes can be a grey area.

Even advice from different departments in HMRC can be contradictory.

Vicky decided Happy Hot Tubs needed some extra expertise and made contact with Tracey Renshaw at Import Export Support.



"Tracey's approach is to give you the knowledge and power to do things for yourself"

Vicky Tudor,
Office and Projects Manager,
Happy Hot Tubs

Vicky Tudor sums up the benefits for Happy Hot Tubs:

“ We now have full written documented processes, systems for allocating commodity codes and a much better understanding of HMRC’s requirements”

To find out how IES can help your business:

Call Tracey Renshaw on 07710 238113

Email: tracey@importexportssupport.co.uk

Go to: importexportssupport.co.uk



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The solution

Discussions between Vicky Tudor and Tracey Renshaw showed that it was time to relook at Happy Hot Tubs’ import procedures from the ground up.

A root and branch review was carried out to map the company’s activities, processes and responsibilities. Then Vicky and Tracey worked together to develop a new series of step by step procedures, designed to give Vicky and her colleagues control over the import system from beginning to end.

Alongside this work, detailed discussions went on with HMRC over commodity code allocation and applications went in to HMRC for Advance Tariff Rulings (ATFs) on the most important codes.

The results

Happy Hot Tubs now has detailed written plans for the entire import process which outline who, why, what and when for each step. Vicky says: “We now have full written documented processes, systems for allocating commodity codes and a much better understanding of HMRC’s requirements”

Along with this, HMRC approval on Advance Tariff Rulings gives Vicky and her team confidence when applying commodity codes, ensuring continuity across all the Clearing Agencies handling their imports. Cost-control is improved thanks to systematic checks on all Clearing Agency declarations. Issues are raised straight away, avoiding financial surprises further down the line.

Furthermore, the new import procedure includes processes to apply for Preferential Duty (PD) on goods from countries with UK trade agreements, potentially saving considerable sums every year.

Vicky sums up by saying: “Now we have the confidence we’re operating correctly and, when HMRC come back to us to check shipments, we’re in a much more positive place”

Happy Hot Tubs imports to the UK the full range of the world’s most popular hot tub brand, HotSpring Spas.

