

Canadian Hot Tubs

A business dedicated to customer service for over 30 years

by Jason Cramp

Known in the industry as one of the companies that pioneered the traditional wooden hot tub industry in Canada, Canadian Hot Tubs Inc., of Kitchener, Ontario, lead by industry-veteran Jerry Hogg, is dedicated to customer service in addition to offering a unique product that is long lasting and looks great.

“Over 30 years ago, just as the swimming pool industry was getting big, I learned of this new innovative product, out of California, called a ‘hot tub’,” explains Hogg, the company’s president. “Once I got one myself, I knew this was the industry for me.

“From there I engineered my own version using quality Canadian products and called it the TubSpa®. And right from the start, customers really liked the deep soaking and physical features of our product.”

The company specializes in the manufacturing and sales of hot tubs and hot tub covers – specifically their TubSpa® brand of wooden hot tubs and their ‘Classic Covers’ brand of hot tub covers that can be customized to fit any make and model of hot tub on the market. They also sell chemicals, pumps and some parts. For

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customers who need service, or need their hot tub installed, the company will outsource the job.

“We have many dedicated, full-time employees,” states Hogg, “and we look at alternative resources when it gets really busy.”

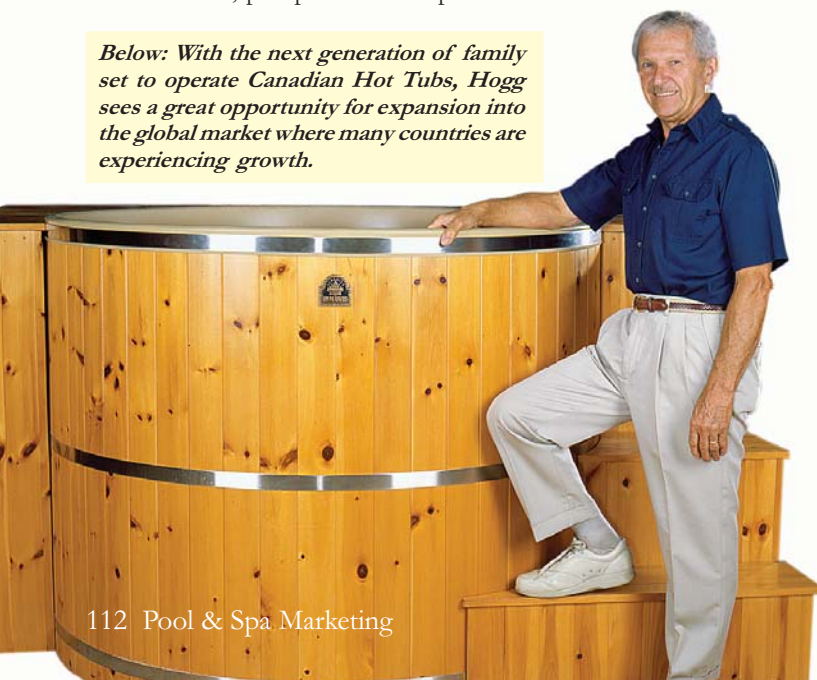
Although not all employees are family – everyone at Canadian Hot Tubs is treated like they are. Rather than calling it a ‘family-run business’, Hogg prefers the term ‘business-run family’ – a motto that has served the company well over the last 30 years.

“This will also serve us well for the future, as the next generation of family gears up for more growth and expansion,” he says.

A Classic ‘Deep-Soaking’ Hot Tub Experience

The company’s TubSpa® line offers customers a classic ‘deep-soaking’ hot tub experience and is available in many shapes and sizes, including oval and round. The line can also be made to order.

“Using quality-grade Canadian wood really turns a hot



tub into a beautiful showpiece with a natural look and feel,” says Hogg. “The TubSpa® comes as a kit, in bundles, allowing customers to set it up almost anywhere. The added value of a liner also offers comfort and ease of cleaning.”

Although the manufacturing process has not changed over the years, Canadian Hot Tubs strives to keep their product offerings fresh, while also developing leading innovations to keep their company and their product in the forefront of the unique wooden hot tub market segment.

“Wooden hot tubs have evolved from the standard round ‘barrel’ style to oval shapes,” says Hogg. “They can also be custom made in many sizes and depths allowing for ‘therapeutic’ use, exercise or even stationary swimming. This has allowed us to diversify our product line to meet the many needs of the consumer. We even have a new TubSpa® called the ‘Tub for Two’ – a ‘plug-and-play’ model that is perfect for smaller homes or the cottage.”

In The Early Stages

In the beginning, in order to be successful in their marketplace, the company’s first two challenges were to design the product right and to promote it. This was not easy to do in 1976, when the market for this product was still developing.

Hogg met these two challenges head on, and over the years, the company has turned into one of the premier manufacturers of wooden hot tubs.

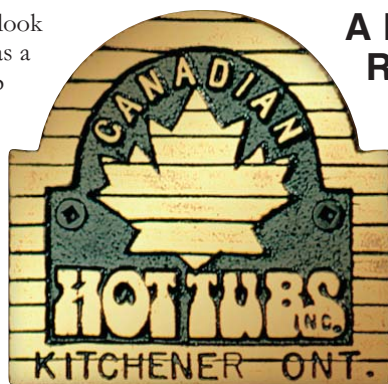
“Over the last three decades we have grown in our showroom and manufacturing capacities,” states Hogg. “With the increased national and international demands for a more unique, deep wooden hot tub, we are now in a 1,858 sq m (20,000 sq. ft.) company-owned building.

“Our large showroom is a great vehicle to showcase our product line and customers are willing to drive from all over Ontario and even from the United States to come and see it.”

When it comes to design, Hogg is always improving the company’s product line in terms of comfort and efficiency, while continuing to maintain the company’s core values of quality workmanship and a commitment to outstanding customer service.

“A large part of the past success of Canadian Hot Tubs has been word of mouth,” states Hogg. “We’ve had many satisfied customers tell their friends about our products and in turn, they themselves have ended up purchasing one of our hot tubs.”

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Above: The company emblem.

A Decision He Would Not Regret

Hogg also developed a Web site that allows consumers to purchase the company’s wooden hot tubs online – a decision he would not regret.

“We have seen a great increase in online sales over the last five years and the most notable change has been the number of international orders,” says Hogg. “The Internet has really impacted how we do business.

“Now dealers and customers come to us from all corners of the world, which really highlights the global demand for wooden hot tubs, whether it be a dealer looking to add to their product offerings, a consumer looking for something for their own backyard, or even resort hotels interested in getting the product.”

With the next generation of family set to operate Canadian Hot Tubs, Hogg sees a great opportunity for expansion into the global market where many countries are experiencing growth.

“Today, consumers are much more knowledgeable and aware of hot tub products and the industry continues to be very strong,” he says.

“If you are a dealer and are looking to add something unique to your product line, you should consider adding a wooden hot tub as an option for your customers – something the spa company down the street doesn’t have.” **PSM**

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