

# Over £4.5m owed by inflatable hot tub seller Clever-Company after entering administration

Inflatable hot tub firm Clever-Company owed more than £4.5m to its creditors when it entered administration, it has been revealed.

The figure has been included in new documents filed with Companies House after the business appointed Interpath Advisory to oversee the administration process [at the end of October](#).

The Halton-based firm supplied inflatable hot tubs and related accessories to retailers and directly to consumers.

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The company saw increased demand for its products during the pandemic – but that demand had fallen in recent months.

In a statement issued in October, Howard Smith and Richard Harrison from Interpath Advisory said the company saw “significant pressure on cash flow” as recent investment in its cost base coincided with that sales fall.

Some 25 staff members were made redundant, with nine remaining to support the administration.

At the time, Mr Smith added: “The lockdowns of 2020 and 2021 saw a huge surge in demand for hot tubs, but unfortunately this demand has started to soften, not least in the wake of energy costs starting to rise.

“We will be providing assistance to those members of staff who have been made redundant and will also be seeking a buyer for

the business and its assets.

“We advise any interested parties to contact us as soon as possible.”

The new statement of affairs document shows that the likes of B&Q, Homebase and NatWest are among the firm’s creditors. Others include HMRC, O2 and Funding Circle.

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