



Registration form (Producer)

Case No. IR0093: Interim review of anti-dumping measures applicable to ceramic tableware and kitchenware originating in the People's Republic of China

Completed on behalf of (enter company name):	Churchill China (UK) Limited
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Note: Please provide two copies of your response to this form: a confidential and a non-confidential version. Both copies must be returned to the TRA using the Trade Remedies Service (portal.trade-remedies.service.gov.uk). When you have completed each form, indicate the confidentiality status of the document by placing an ☒ in the relevant box below and in the header of the form:

- ☐ Confidential
☒ Non-confidential (will be made available on the public file)

Deadline for response:	04 August 2026
Case team contact:	IR0093@traderemedies.gov.uk

Scope of the review:

Goods subject to review	<u>Goods description:</u> Ceramic tableware and kitchenware, excluding ceramic condiment or spice mills and their ceramic grinding parts, ceramic coffee mills, ceramic knife sharpeners, ceramic sharpeners, ceramic kitchen tools to be used for cutting, grinding, grating, slicing, scraping and peeling, and cordierite ceramic pizza-stones of a kind used for baking pizza or bread. <u>Commodity codes:</u> • 69 11 10 00 90 • 69 12 00 21 91 • 69 12 00 25 10 • 69 12 00 21 11 • 69 12 00 23 10 • 69 12 00 29 10 <u>Exporting country:</u> The People's Republic of China (PRC)
Period of investigation (POI)	01 April 2025 – 31 March 2026

For further details, please refer to the Notice of Initiation on the public file:
public-file.trade-remedies.service.gov.uk/case/ir0093



Introduction

We invite interested parties and contributors to register their interest in this review by submitting a completed registration form.

This registration form is for **UK producers** of goods that are like the goods subject to review (the UK like goods). If you are not a UK producer, please download and complete the relevant registration form from the public file (public-file.trade-remedies.service.gov.uk/case/ir0093) if you wish to provide information as part of this review. If your company both produces the like goods, and imports the goods subject to review from the PRC, you should complete this UK producer registration form (and not the importer registration form).

To register to this case, you need to provide both a confidential and a non-confidential version of this form. Your non-confidential version should be as similar as possible to your confidential version except for the redaction of the confidential information.

Both copies must be returned to the TRA by **04 August 2026** via the Trade Remedies Service (portal.trade-remedies.service.gov.uk). It is your responsibility to ensure the non-confidential version – which may be placed on the public file – does not contain any confidential information, which includes personal contact information, names and signatures.¹

All information provided to the TRA in confidence will be treated as confidential in accordance with regulation 45 of the Trade Remedies (Dumping and Subsidisation) (EU Exit) Regulations 2019 (the Regulations) and will not be disclosed (except in limited circumstance as permitted by regulation 46 of the Regulations) and will be stored in protected systems.

This form allows us to collect basic information about your company. If a large number of producers complete this form, we may only ask a sample of producers to complete a detailed questionnaire. By submitting this completed registration form, you agree that you may be included in any such sample. If your company is included in the sample, you will be asked to respond to the questions in the detailed questionnaire and to support the TRA in verifying your responses. This may involve the TRA carrying out a verification visit to your premises. If you indicate that you do not agree to possible inclusion in a sample, your company may be deemed not to have cooperated in the review.

¹ Please see the TRA's public guidance for more information: <https://www.gov.uk/government/publications/the-uk-trade-remedies-investigations-process/the-tras-investigation-process>



Section A: Company information

1. Please describe the goods that you produce in the UK that you consider to be like the goods subject to review (the UK like goods). Your response should include an explanation of how you determine or distinguish the quality of the goods you produce (e.g. input materials or production processes), and the main customer segments you sell these goods to.

Churchill China UK Limited manufactures vitrified ceramic tableware in the United Kingdom that is directly comparable to the ceramic tableware subject to review originating from the People's Republic of China (PRC). Our product range includes plates, bowls, cups, mugs, saucers, serving items and other ceramic tableware used for the serving and consumption of food and beverages.

The UK-produced goods and the goods subject to review share the same essential physical characteristics, end uses, distribution channels and customer groups. Both are manufactured from ceramic raw materials and are used in commercial and retail settings. The products compete directly within the UK market and are often considered substitutable by customers.

Product quality is determined through a combination of raw material selection, manufacturing processes and performance characteristics. Churchill uses controlled ceramic body and glaze formulations, together with advanced forming, glazing and firing processes, to achieve consistent levels of strength, durability and product quality.

Quality is assessed against key criteria including:

- Strength and resistance to chipping and breakage.
- Consistency of shape, dimensions and appearance.
- Glaze finish, durability and resistance to staining.
- Resistance to repeated commercial dishwashing and thermal shock.
- Compliance with relevant food-contact and quality standards.

A significant proportion of Churchill's production is vitrified ceramic tableware designed specifically for the professional hospitality sector, including hotels, restaurants, pubs, cafés and contract caterers. These customers require products that provide high levels of durability, chip resistance and long service life in demanding commercial environments.

Churchill's main customer segments are:

- Hospitality and foodservice operators.
- Hospitality distributors and wholesalers.
- Retail and online retailers.
- Export distributors and commercial end-users in overseas markets.

Churchill's UK-produced ceramic tableware therefore possesses the same essential characteristics, functions and end uses as the ceramic tableware imported from the PRC and competes directly with those imports in the UK market.



2. Please provide your company's total production volumes and production capacity for UK production of the UK like goods during the POI.

Total production volume (POI) kg	5,694,000
Total production capacity (POI) kg	8,547,000

3. Please provide the total of your domestic sales volumes and sales values, and your export sales volumes and values, of the UK like goods produced by your company during the POI.

Total domestic sales volume (POI) kg	1,962,000
Total domestic sales value (POI) [GBP £]	21,849,000
Total export sales volume (POI) [kg]	3,733,000
Total export sales value (POI) [GBP £]	41,578,000

4. Please provide contact details for UK companies from which you purchase materials used to make the like goods (upstream companies) and UK companies which purchase the like goods from you (downstream companies). You are not obligated to provide this information, but we will use any details you provide to get in touch with these companies and improve our understanding of the impacts of any potential changes to the current measure.

Upstream or downstream?	Company name	Contact details (email / phone no. / website)	Location(s) (if info is available)
Upstream	Furlong Mills Limited		

Add additional rows as required

5. Do you produce and/or sell other goods for the UK market, other than goods that are like the goods subject to review (the UK like goods)? If so, please describe these other goods.

In addition to manufacturing and selling UK-produced ceramic tableware that is like the goods subject to review, Churchill China UK Limited also sells a range of sourced products. These products are purchased from third-party manufacturers located outside the People's Republic of China and are not manufactured by Churchill.

The sourced product range includes both ceramic and non-ceramic tableware and complementary hospitality products, including items such as cutlery, glassware, buffetware and related tabletop accessories. These products are supplied primarily to hospitality and foodservice customers as part of a broader tableware offering.

If your company has also imported the goods subject to review from the PRC, during the POI, please complete the additional questions in section A.1 below. Otherwise, please skip ahead to Section B.



A.1 Additional questions for UK producers which also import the goods subject to review

6. Please give details for your suppliers of the imported goods subject to review originating in the PRC in the table below.

Company name	Company location (city, country)	Activities	Relationship

Add additional rows as needed

7. Please provide the total of your import volumes and import values of the goods subject to review, during the POI, in the table below.

Total import volume (POI) [kg]	
Total import value (POI) [GBP £]	

8. Please list the commodity code(s) you import the goods subject to review under, and provide a description of the particular type(s) of goods subject to review that you import.

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9. Please specify your purpose in importing the goods subject to review from the PRC. Select all of the following options that are applicable to your company.

- ☐ We resell the goods unchanged to distributors or final customers.
- ☐ We process the goods before selling them to distributors or final customers.
- ☐ We use the goods as input for production of other products. (If you have checked this option, please specify the products in the box below):

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- ☐ We re-export the goods to third countries. (Please specify the countries below):

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- ☐ Other. (Please explain the purpose in the box below):

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10. Please explain how the goods subject to review that you import from the PRC compare to your UK produced like goods.

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Section B: Additional information

11. Please provide contact details of any other known exporters and importers of the goods subject to review and UK producers of the goods that are like the goods subject to review (the UK like goods) in the table below.

Activities (exporter / importer / UK producer)	Company name	Contact details (website/email/telephone)	Location(s) (if info is available)

Add additional rows as required

12. Please provide any comments that you have in relation to the goods subject to review and the goods produced in the UK that are like the goods subject to review (the UK like goods). This may include, for example, the interchangeability of different types or brands.

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13. The TRA uses product control numbers (PCNs) to define and distinguish the different types or subcategories of goods that fall under the goods description of the goods subject to review. Subcategories are developed on the basis of differences in the physical and/or commercial characteristics which may impact the price at which each subcategory is sold.

The TRA's proposed PCN structure is set out in Annex 1. Please review this and provide any comment on whether the PCN structure is adequate and appropriate to categorise your company's goods. If the PCN structure is not assessed to be appropriate, please suggest any changes you would like us to consider.

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14. The TRA's previous transition review on ceramic tableware and kitchenware from the PRC identified the likely existence of a Particular Market Situation (PMS) in the market for the goods subject to review in the PRC.² The TRA will therefore assess the existence of a PMS within this review.

If you consider that a PMS exists in the market for the goods subject to review in the PRC, please provide reasons and relevant information. This can include examples such as prices being artificially low, significant barter trade, prices reflecting non-commercial factors, or anything else. Please also provide any other comment you wish to make in respect of PMS.

² [Transition Review TD0056 - Final Determination](#)



15. If the TRA determines that a PMS exists and the effect of the PMS is such that it is not possible to make a proper comparison between the domestic sales price and the export sales price, it may not use the domestic sales price for the purpose of determining normal value. In such circumstances, the TRA may determine normal value using the costs of production plus a reasonable amount for administrative, selling, and general costs and for profits. The TRA may make adjustments to those costs and profits using data from an appropriate representative third country, if it determines that any relevant costs or profits of the overseas exporter are unrepresentative of what these costs or profits would be in a market where these were substantially determined by market forces.

We invite you to suggest an appropriate representative third country, should the TRA need to make such adjustments. Please provide supporting explanation or evidence to justify why you assess your proposed country to be appropriate. If you have contact details for a producer in your proposed country who may be willing to participate in the review, please also provide this information here.

16. Please suggest any official data sources of which you are aware, that publish market data on ceramic tableware and kitchenware in the UK.

17. Please provide any comments you have on ceramic tableware and kitchenware consumption across the different sectors in the UK (e.g. hospitality and household). In particular, where possible, please comment on:

- **sector-specific commodity codes** – which codes describe the goods that fall under each sector in the UK
- **sector consumption split** – your estimate of the relative proportions of consumption across different sectors in the UK
- **premium vs lower-priced goods** – your estimate of the proportion of consumption of premium vs lower-priced goods within each sector.

18. Please use the space below to provide any additional information that you consider relevant to this review.



Annex 1 – PCN Structure

DESCRIPTION	Explanation			Code
Material of tableware & kitchenware (by CN code)	Tableware and kitchenware of PORCELAIN or CHINA	water absorption $\leq 0.5\%$	Homogeneous	CN 69 11 10 00
	Tableware and kitchenware of OTHER than PORCELAIN or CHINA:			
	Of Stoneware	water absorption $> 0.5\%$ and $< 3\%$	Homogeneous	CN 69 12 00 30
	Of common pottery	water absorption $> 3\%$	Heterogeneities $> 0,15\text{ mm}$	CN 69 12 00 10
	Of Earthenware or fine pottery	water absorption $> 3\%$	Heterogeneities $\leq 0,15\text{ mm}$	CN 69 12 00 50
	Made of other (specify)	products neither falling under above mentioned nor under porcelain		CN 69 12 00 90
Type of ware	Tableware			T
	Kitchenware			K
shape	tableware	plates (plates, dishes, saucers)	round	A
	tableware	bowls	round	B
	tableware	serving plate / tray	round	C
	tableware	plates (plates, dishes, saucers)	square, oval, rectangular, other shape	D
	tableware	bowls	square, oval, rectangular, other shape	E
	tableware	serving plate / tray	square, oval, rectangular, other shape	F
	tableware	cups		G
	tableware	coffee pot, tea pot		H
	tableware	soup tureens (with and without cover)		I
	tableware	beer mugs		J
	tableware	pots for mustard, sugar, salt etc (with and without cover)		K
	tableware	accessories (salt/pepper caster/shaker, egg-cups, teapot stands, knife rests, serviette rings)		L
	tableware	Other (not mentioned above, please explain)		M
	kitchenware	stew pans, basins, casseroles of all shapes and sizes		N
	kitchenware	baking or roasting dishes		O
	kitchenware	butter dish with and without cover		P
Size -details of certain shape and details of sets	kitchenware	pastry or jelly moulds, kitchen jugs, storage jars and bins (tea caddies, bread bins), funnels, ladles, rolling pins		Q
	kitchenware	Other (not mentioned above, please explain)		R
		round	square, oval, rectangular, other shape	
	Plates (plates, dishes, saucers)	diameter below 18cm	largest width below 180 mm	A01A
	Plates (plates, dishes, saucers)	diameter 180 - 230 mm	largest width $> 180\text{ mm} - 230\text{ mm}$	A01B
	Plates (plates, dishes, saucers)	diameter $> 230\text{ mm}$ and $\leq 290\text{ mm}$	largest width $> 230\text{ mm}$ and $\leq 290\text{ mm}$	A01C
	Plates (plates, dishes, saucers)	diameter $> 290\text{ mm}$	largest width $> 290\text{ mm}$	A01D
	Bowls	diameter below 18cm	largest width below 180 mm	B01A
	Bowls	diameter 180 - 230 mm	largest width $> 180\text{ mm} - 230\text{ mm}$	B01B
	Bowls	diameter $> 230\text{ mm}$ and $\leq 290\text{ mm}$	largest width $> 230\text{ mm}$ and $\leq 290\text{ mm}$	B01C
	Bowls	diameter $> 290\text{ mm}$	largest width $> 290\text{ mm}$	B01D
	Cups	* details see footnote	maximal content $\leq 0.1\text{ litre}$	C01A
	Cups	* details see footnote	maximal content > 0.1 and $\leq 0.25\text{ litre}$	C01B
	Cups	* details see footnote	maximal content above 0.25 litre	C01C
	Serving ware	serving plate(tray)		D01X
	Hollows	Teapot, Coffeepot etc	maximal content up to 1 litre	E01A
	Hollows	Teapot, Coffeepot etc	maximal content above 1 litre	E01B
	Coffee - tea set 2 pieces	cup with content of $< 0.1\text{ l}$ and saucer diameter $< 150\text{ mm}$		F02A
	Coffee - tea set 2 pieces	cup with content of $< 0.25\text{ l}$ and saucer diameter $< 150\text{ mm}$		F02B
	Coffee - tea set 3 pieces	small bowl, cup, saucer		F03X
	Coffee - tea - Sets 12 pieces	6 cups + 6 saucers		F12X
	Coffee - tea - Sets 15 pieces	4 cups, 4 saucers, 4 dessert plates, coffee or tea pot; creamer, sugar bowl		F15A
	Coffee - tea - Sets 15 pieces	6 cups, 6 saucers, 1 coffee or tea pot, creamer, sugar bowl		F15B
	Coffee - tea - Sets 20 pieces	6 cups, 6 saucers, 6 dessert plates, coffee or tea pot; sugar bowl		F20X
	Coffee - tea - Sets 21 pieces	6 cups, 6 saucers, 6 dessert plates, coffee or tea pot; creamer, sugar bowl		F21X
	Coffee - tea - sets	other than above combination (please give number of pieces)		FooX**
	Dinner - Sets 12 pieces	4 dinner plates, 4 soup plates (or bowls), 4 dessert plates		G12X
	Dinner - Sets 16 pieces	6 dinner plates, 6 soup plates (or bowls), 2 salad plates, saucer, oval plate		G16X
	Dinner - Sets 18 pieces	6 dinner plates, 6 soup plates (or bowls), 6 dessert plates		G18X
	Dinner - Sets 20 pieces	4 dinner plates, 4 soup plates (or bowls), 4 dessert plates, 4 cups, 4 saucers		G20X
	Dinner - Sets 24 pieces & 'Combi'	24 pieces can be offered with 4 or 6 pieces combined with coffee sets as combi products		G24X
	Dinner - Sets 30 pieces	6 dinner plates, 6 soup plates (or bowls), 6 dessert plates, 6 cups, 6 saucers		G30X
	Dinner - Sets	other than above combination (please give number of pieces)		GooX**
Type of Glaze (coating)	coloured			C
	neutral glaze			N
Finishing / Decoration	Decorated	with precious metals (gold, silver, etc)		H
	Decorated	without precious metals		D
	Undecorated			U
* Cups are coffee and/or tea cups; with and without handle				
** "oo" gives number of pieces				