



Söderlund's

Soderlund's Wood Mill Inc. Highlights Growing Interest in Visiting a Sauna Showroom Before Purchasing

August 27, 2026

St. Croix Falls, WI - August 27, 2026 -

Soderlund's Wood Mill Inc., a sauna dealership and showroom based in St. Croix Falls, Wisconsin, has announced an increased emphasis on its in-person showroom experience as more homeowners throughout Western Wisconsin and Eastern Minnesota seek the opportunity to compare sauna models before making a purchase. The company reports that customers from communities including Stillwater, Hudson, Woodbury, Forest Lake, White Bear Lake, and surrounding areas are increasingly choosing to visit the showroom to evaluate sauna options firsthand rather than relying solely on online research.

According to the company, homeowners are placing greater importance on seeing and experiencing sauna models in person before making long-term investments in home wellness spaces. As demand for indoor and outdoor saunas continues to grow, customers have expressed a preference for viewing construction materials, interior layouts, seating arrangements, and heating systems before selecting a model for their property.

Soderlund's Wood Mill Inc. has operated for more than 20 years and has developed its showroom to help customers make informed decisions through direct product comparisons and one-on-one consultation. The

showroom features barrel saunas, cube saunas, indoor saunas, outdoor saunas, and sauna heaters from respected manufacturers including Harvia, HUUM, Finsauna, and Saunum. Many of the available sauna models incorporate thermally modified Nordic spruce and Scandinavian craftsmanship sourced from Finland and Estonia.

The company stated that the showroom experience allows homeowners to better understand the differences between sauna styles that may appear similar in photographs but offer unique layouts, features, and overall experiences when viewed in person.

Jason Soderlund, owner of Soderlund's Wood Mill Inc., said customers consistently benefit from taking the time to compare multiple sauna models before deciding which option best fits their home.

"Every homeowner has different goals, available space, and preferences," said Soderlund. "A showroom visit gives customers the opportunity to walk through different sauna models, compare layouts, and discuss their plans with experienced staff. That personal interaction often provides clarity that cannot always be achieved through online product listings alone."

Visitors to the showroom are able to compare traditional barrel saunas alongside modern cube saunas, evaluate indoor and outdoor configurations, and learn about the advantages of different heating systems. The company also provides information about sauna heaters from Harvia, HUUM, Finsauna, and Saunum, helping customers understand how heater selection influences overall sauna performance, temperature consistency, and user experience.

According to Soderlund's Wood Mill Inc., many homeowners are also interested in learning more about Scandinavian sauna traditions and the materials used in premium sauna construction. The showroom includes models featuring thermally modified Nordic spruce sourced from Finland and Estonia, materials selected for their durability, dimensional stability, and suitability for changing Midwest weather conditions.

The company noted that many visitors appreciate the opportunity to experience the scale of a sauna before purchasing. Interior seating arrangements, entry access, ceiling height, window placement, and overall layout can be evaluated more effectively in person than through digital images or specification sheets.

In addition to comparing sauna models, customers receive guidance regarding site preparation, installation planning, and long-term ownership considerations. The company supports homeowners who intend to complete installation independently as well as those who choose white-glove installation coordination.

Soderlund's Wood Mill Inc. stated that consultation remains one of the most valuable aspects of the showroom experience. Rather than recommending the same solution for every homeowner, experienced staff

discuss property layout, intended sauna use, available space, and personal preferences before helping customers narrow their choices.

The company has also observed increasing interest from homeowners incorporating saunas into broader outdoor living projects. Backyard wellness spaces continue gaining popularity throughout Western Wisconsin and Eastern Minnesota, leading many visitors to explore how different sauna styles integrate with patios, landscaping, and recreational areas.

Communities including St. Croix Falls, Stillwater, Hudson, Woodbury, Forest Lake, and White Bear Lake continue contributing to this trend as homeowners invest in amenities that support relaxation and year-round enjoyment. The company's showroom has become one of the destinations for customers seeking a more informed purchasing experience before committing to a sauna.

Soderlund's Wood Mill Inc. believes that providing an opportunity to compare products side by side helps homeowners better understand the differences between available options while reducing uncertainty during the buying process. The showroom continues serving customers six days a week, offering access to multiple sauna styles and knowledgeable consultation in one location.

The company operates its sauna showroom and dealership from St. Croix Falls, Wisconsin, serving homeowners throughout St. Croix Falls, Stillwater, Hudson, Woodbury, Forest Lake, White Bear Lake, and the surrounding areas.

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Located in St. Croix Falls, WI, Soderlund's Wood Mill Inc. is a sauna dealer and showroom serving Wisconsin and Minnesota. Explore indoor and outdoor saunas, including barrels and cubes from top brands like SaunaLife, Thermory, and Leisurecraft.

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