

Soderlund's Wood Mill Inc. Announces Expanded Sauna Showroom Experience for Homeowners Planning Wellness Spaces

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St. Croix Falls, WI - October 26, 2026 -
Soderlund's Wood Mill Inc., a sauna dealership and showroom based in St. Croix Falls, Wisconsin, has announced enhancements to its showroom experience designed to support homeowners throughout Western Wisconsin and Eastern Minnesota who are planning new home wellness spaces. The expanded showroom experience combines in-person sauna consultations, installation planning, site preparation guidance, and access to premium sauna heaters, giving customers a comprehensive resource as they begin their sauna projects.

The enhanced showroom experience reflects a growing demand for personalized guidance during the planning stages of home sauna ownership. As more homeowners incorporate wellness features into their properties, many are seeking opportunities to compare sauna models in person while receiving practical information about installation requirements, heater selection, and property preparation before making a purchase.

For more than 20 years, Soderlund's Wood Mill Inc. has served homeowners by providing access to premium

sauna products and knowledgeable consultation from its showroom in St. Croix Falls. The company offers barrel saunas, cube saunas, indoor saunas, outdoor saunas, and sauna heaters from established manufacturers including Harvia, HUUM, Finsauna, and Saunum. Many of the available sauna models feature thermally modified Nordic spruce and Scandinavian craftsmanship sourced from Finland and Estonia.

According to the company, homeowners increasingly recognize that successful sauna ownership begins long before installation. Evaluating available space, planning utility access, selecting an appropriate heater, and understanding installation requirements all contribute to a smoother overall experience.

Jason Soderlund, owner of Soderlund's Wood Mill Inc., said many customers benefit from discussing their project before selecting a sauna.

"Every property is different, and every homeowner has unique goals for their sauna," said Soderlund. "The showroom consultation provides an opportunity to review available options, discuss installation planning, and help customers move forward with confidence. That planning process is just as important as selecting the sauna itself."

The company stated that showroom consultations allow customers to compare multiple sauna models while discussing practical considerations that may influence purchasing decisions. Visitors can evaluate interior layouts, seating configurations, heater options, and overall dimensions while receiving guidance tailored to their available space and intended use.

A key component of the expanded showroom experience is assistance with site preparation. During consultations, customers receive information about placement considerations, accessibility, electrical planning, and other factors that may affect installation. Addressing these topics early in the planning process helps homeowners better understand what to expect before installation begins.

The company also continues to offer white-glove installation coordination for customers seeking additional support after selecting a sauna. While some homeowners prefer to complete installation independently, others choose installation coordination to simplify project planning and ensure each stage progresses efficiently. This flexible approach allows customers to select the level of assistance that best suits their needs.

Sauna heater selection remains another important part of the consultation process. Soderlund's Wood Mill Inc. provides access to sauna heaters from Harvia, HUUM, Finsauna, and Saunum, allowing customers to compare systems designed for different sauna sizes and heating preferences. During showroom visits, experienced staff explain how heater capacity, controls, and overall design contribute to the sauna experience while helping customers identify options compatible with their selected sauna.

The company noted that customers often arrive with general ideas about the type of sauna they want but gain a broader understanding of available choices after visiting the showroom. Comparing barrel saunas, cube saunas, indoor saunas, and outdoor saunas side by side allows homeowners to better evaluate which style best complements their property and lifestyle.

Interest in dedicated wellness spaces continues to grow throughout communities including St. Croix Falls, Stillwater, Hudson, Woodbury, Forest Lake, and White Bear Lake. Homeowners are increasingly incorporating saunas into backyard retreats, home wellness rooms, and recreational spaces designed for year-round enjoyment. The company expects this trend to continue as more families invest in long-term improvements that support relaxation and outdoor living.

Soderlund's Wood Mill Inc. believes the combination of showroom consultations, installation planning, site preparation guidance, and access to premium sauna products provides homeowners with a more complete purchasing experience than online research alone. By allowing customers to explore products firsthand while discussing project details with experienced staff, the company aims to help homeowners make informed decisions that align with their property and long-term goals.

The showroom remains open six days a week and welcomes customers interested in learning more about premium sauna products and installation planning. Visitors can compare multiple sauna models, evaluate heating options, and discuss project requirements in one convenient location.

Soderlund's Wood Mill Inc. 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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