

Soderlund's Wood Mill Inc. Receives High Praise From Customers Across Wisconsin and Minnesota

June 05, 2025

St. Croix Falls, WI - June 05, 2025 -
St. Croix Falls, WI ? Soderlund?s Wood Mill Inc., a regional sauna dealer and supplier known for quality cedar outdoor log furniture, has received a notable wave of positive customer reviews, reinforcing its reputation for knowledgeable service, reliability, and hands-on support. Operated by brothers Jason and Josh Soderlund, the company has spent over a decade connecting customers with trusted sauna models, handcrafted log swings, and distinctive chainsaw carvings through its showroom and workshop in St. Croix Falls. These reviews highlight not only the welcoming customer experience but also the team?s attention to detail and passion for helping families across the region create meaningful outdoor spaces.

As interest in sauna wellness and natural wood craftsmanship grows, Soderlund's Wood Mill Inc. has found itself at the intersection of heritage and demand. The company?s dedication to supplying durable, aesthetic, and locally made products has led to an influx of satisfied customer feedback over the past several years.

Among the standout reviews, many customers highlight Soderlund?s friendly, knowledgeable service and hands-on showroom experience. One visitor described feeling ?like a kid in a candy store? after touring the workshop and seeing the wide selection of log swings, saunas, and chainsaw carvings. Another reviewer

praised the staff for helping him choose the right sauna model for his backyard, noting how easy it was to get answers to his questions and see product options in person.

Another reviewer, Jared Beaupre, shared his appreciation for the company?s unique craftsmanship after ordering a chainsaw-carved gnome. He was especially impressed by the timely completion, which allowed him to present it as a gift for his wife. Beaupre described feeling like "a kid in a candy store" while visiting the shop, where Jason gave him a brief tour. He highlighted the gnome?s quality and intricate detail as standout features of the experience.

While diverse in product focus, these reviews converge on care and high standards. They reflect customer satisfaction and how Soderlund?s Wood Mill Inc. has embedded personal service into its business model. In an era when many wood products are outsourced or machine-made, the company's workshop remains a fully functional, hands-on operation.

Owner Jason Soderlund commented on the recent recognition, emphasizing that customer feedback is viewed as more than just a rating. He noted that it reflects their work's meaningful impact on people?s lives, whether crafting a wellness-focused sauna or a carved sign with sentimental value. Soderlund highlighted that the team approaches each project with the same level of care and expressed appreciation for the many customers who have taken the time to share their experiences.

The business's location in St. Croix Falls allows it to serve Northwestern Wisconsin and parts of Eastern Minnesota, including Polk County, Chisago County, Washington County, Ramsey County, and Hennepin County. The company?s services range from supplying saunas, including barrel and cube outdoor saunas, to log railing installations and outdoor furniture.

A recent review by Katie T. reflects the broad appeal of the company?s craftsmanship. She shared her experience purchasing a wood-carved bear from Soderlund's Wood Mill, noting how easy and professional the process was. Initially displayed on the deck, the piece was brought indoors because it felt too special to enjoy only occasionally. The review underscores the lasting impression and quality of the company?s work.

The feedback reflects the company?s ability to create pieces that blend function, artistic value, and emotional connection. Their saunas, in particular, have gained momentum in the region due to their visual appeal and the health benefits of regular sauna use.

While the growing number of positive reviews offers validation, the team sees it as a reminder of their responsibility in every project. Whether destined for a backyard retreat or a commercial installation, each product is shaped with attention to detail, quality material selection, and pride in workmanship.

Soderlund?s Wood Mill Inc. also remains committed to transparency in its operations. Customers visiting the showroom can walk through the workshop, observe the production process, and interact directly with the team. This open-door approach allows potential buyers to gain insight into the materials and methods used in each build, contributing to informed purchasing decisions.

As the company continues to expand its reach and refine its production capabilities, customer sentiment remains a central focus. Soderlund?s Wood Mill Inc. plans to build on this foundation of trust and craftsmanship, ensuring that future customers receive the same level of care and attention that recent reviewers have described.

The accumulation of positive reviews is not simply a marketing asset for the business; it reflects a consistent, hands-on process rooted in traditional woodworking values. It affirms the company?s place within a community of customers who value integrity, durability, and personal engagement in the products they bring into their homes.

The company encourages visits to its St. Croix Falls showroom for those interested in learning more about Soderlund?s Wood Mill Inc. or exploring examples of its work firsthand.

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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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