Soderlund's Wood Mill Inc. Announces Service Enhancements Across Sauna and Wood Product Lines

June 27, 2025

St. Croix Falls, WI - June 27, 2025 -

St. Croix Falls, WI? Soderlund?s Wood Mill Inc., a trusted sauna dealer and regional supplier known for high-quality saunas, handcrafted cedar log swings, and wood-based outdoor pieces, has significantly upgraded its core service operations. The updates, implemented at the company?s longstanding facility in St. Croix Falls, Wisconsin, reflect an expanded focus on efficiency, product quality, and customer experience. Since 2010, the business has become a staple for sauna showroom visits and high-performance outdoor living products in northwestern Wisconsin and eastern Minnesota.

The newly announced improvements affect nearly every phase of operations, including inventory access, material selection, showroom flow, and production scheduling. These changes aim to meet the growing regional demand for premium saunas and cedar-based outdoor products, particularly as interest in personal wellness and sustainable outdoor living continues to increase across the Upper Midwest.

Central to these improvements is an enhanced sauna display area and an expanded product line featuring

high-grade indoor and outdoor saunas. With customer needs evolving toward immediate availability and tailored installation support, the company has expanded its stock of ready-to-purchase models. Visitors can now browse a wider variety of pre-assembled saunas and heater configurations at the showroom while still receiving the personalized consultation the business is known for.

Jason Soderlund, co-founder and owner of Soderlund?s Wood Mill Inc., emphasized the importance of aligning its service offerings with its longstanding values of craftsmanship and transparency. ?We?ve always believed that quality starts with process. These upgrades help us meet growing demand while preserving the attention to detail our customers expect,? said Soderlund. ?Every sauna, log swing, every carving, our goal is for the quality to speak for itself.?

The sauna showroom is now more accessible than ever, offering customers a no-appointment-needed walkthrough of full-sized saunas, furniture samples, and examples of joinery and finishing options. This hands-on approach and showroom helps customers make informed decisions, compare models, and understand heater differences in person. The adjacent woodshop remains operational during business hours, providing a behind-the-scenes view of live production that reinforces the business?s hands-on credibility.

As a sauna dealership and supplier, not a manufacturer, Soderlund?s Wood Mill Inc. sources high-quality saunas from respected brands like SaunaLife, Thermory, and Leisurecraft. Their role focuses on expert showroom support, education, site prep guidance, and installation, a white-glove process for first-time sauna buyers and seasoned enthusiasts. Customers can choose between a haul-away Sauna or thorough delivery and installation handled by the team.

The product improvements include more precise joinery tools, expanded lumber sourcing, and improved scheduling systems that reduce lead times during busy seasonal periods. These operational refinements allow the business to offer faster service for local and regional customers, which is especially important during the warmer months when outdoor installations spike.

Saunas supplied by the company range from classic barrel shapes to contemporary cube models, each constructed from thermally modified Nordic spruce or Western Red Cedar. These materials are carefully selected for their performance in snow-heavy, moisture-prone climates like those found throughout Wisconsin and Minnesota. The company?s knowledge of how sauna materials behave in regional weather conditions sets it apart from larger retailers and online-only vendors.

Alongside its sauna offerings, we continue to receive strong interest in its signature cedar log swings, picnic tables, and log railings. These pieces are crafted on-site using oversized, hand-peeled Northern White Cedar logs, known for their rot resistance and rugged visual appeal. Each piece is engineered for long-term outdoor exposure and designed to blend with the landscape aesthetics of cabins, backyards, and lakeside properties.

The company?s emphasis on keeping production local remains a core component of its business model. Every product, from log furniture to chainsaw carvings, is constructed, finished, and inspected in-house. This structure allows for greater quality control, quicker issue resolution, and a level of product knowledge that national suppliers cannot match.

In addition to product development, Soderlund?s Wood Mill Inc. has invested in employee training, ensuring that newer team members are well-versed in the traditional woodworking techniques on which the company is built. Staff are trained in the technical aspects of production, customer communication, layout consultation, and post-sales support. This ensures that both walk-in clients and delivery customers receive consistent, knowledgeable service throughout their experience.

Recent feedback from clients has affirmed the positive impact of the upgrades. Homeowners have cited faster order fulfillment, more transparent communication during installation planning, and more satisfying overall experiences. Many customers also noted the reassurance of working directly with the team that handles and understands the products rather than going through third-party fulfillment or drop-shipping systems.

With the new systems, Soderlund?s Wood Mill Inc. intends to continue refining its operational processes while preserving its identity as a craft-centered, regionally focused business. Future updates are expected to prioritize sustainability, innovation in material sourcing, and improved logistics across the Upper Midwest.

The business invites new and returning customers to visit the expanded showroom in St. Croix Falls to explore sauna models, furniture options, and ongoing chainsaw carving projects. Open six days a week, the showroom lets customers see the company?s work firsthand, ask questions, and explore solutions designed for Midwest living.

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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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