Soderlund?s Wood Mill Inc. Announces Expanded Availability of Barrel Sauna Models

September 22, 2025

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St. Croix Falls, WI ? Soderlund?s Wood Mill Inc., a long-standing sauna supplier and showroom headquartered in St. Croix Falls, Wisconsin, has announced the expanded availability of its highly regarded barrel sauna models across several surrounding counties, including Polk County (St. Croix Falls, Osceola, Dresser, Luck, Grantsburg) and St. Croix County (Hudson, New Richmond) in Wisconsin, and Chisago County (Taylors Falls, Lindstrom, Chisago City), Washington County (Stillwater, Forest Lake), Hennepin County (Minneapolis, Plymouth, Maple Grove), and Ramsey County (St. Paul, Roseville, Shoreview, White Bear Lake) in Minnesota. This development marks the continued growth of the company?s regional reach as demand for authentic outdoor sauna experiences climbs steadily across the Midwest.

Operating as a full-service sauna dealership, Soderlund?s Wood Mill specializes in matching customers with high-performance saunas sourced from renowned manufacturers in Northern Europe and North America. The introduction of its premium barrel sauna line into a wider market signals a deliberate step toward meeting the rising interest in traditional and wellness-focused home features.

?Barrel saunas have resonated with people in this region more than we anticipated,? said Jason Soderlund,

co-owner of Soderlund?s Wood Mill Inc. ?They combine the efficiency and beauty of Scandinavian design with materials and features that withstand the freeze-thaw cycle we?re all familiar with in the upper Midwest. We?ve spent years working with cedar and modified woods, and it?s gratifying to see the community embrace these saunas for their quality and health benefits.?

The company?s barrel sauna collection includes models from three established brands, Thermory, Leisurecraft, and SaunaLife, all known for their commitment to craftsmanship and longevity. Built using thermally modified Nordic spruce and high-grade cedar, these saunas are designed for durability and resistance to rot, with many models offering a 25-year lifespan. Their cylindrical shape is more than just visually distinct; the design improves heat circulation while reducing the amount of air needing to be heated, making for quicker warm-ups and greater energy efficiency.

SaunaLife models in particular have drawn attention for their thoughtful details. These include ergonomic, knot-free seating, arched backrests, LED lighting systems, and dual drainage systems for ease of maintenance. Leisurecraft?s models are often favored for their Western Red Cedar construction and panoramic dome windows, offering both aesthetic appeal and a more immersive natural view. Meanwhile, Thermory?s line integrates the durability of shou sugi ban-style finishes with the simplicity of traditional wood-fired or electric sauna experiences.

Soderlund?s Wood Mill has long been known for its rooted approach to the sauna lifestyle. Beyond simply retailing saunas, the business offers knowledgeable in-person consultations and access to a robust showroom six days a week. Located along U.S. Highway 8 in St. Croix Falls, the showroom allows visitors to explore various sauna models on display and ask questions about installation, heating options, maintenance, and best practices.

With wellness trends continuing to influence homeowner preferences, barrel saunas have become a favored option among those seeking relaxation, immune system support, and enhanced post-exercise recovery, all without needing to leave home. The portability and modular design of the barrel format allow for straightforward placement in backyards, cabins, and lakeside properties. In most municipalities, no special permitting is required for installation, making them an accessible addition to both new builds and established residences.

The rollout into neighboring counties aims to fill a noticeable gap in the market. Despite the strong sauna culture that exists in Wisconsin and Minnesota, many rural and suburban communities lack dedicated retail support for sauna products. Soderlund?s Wood Mill intends to meet that need with curated options, competitive pricing, and logistical guidance that considers local climate and lifestyle preferences.

New customers across the expanded service area will also benefit from the company?s delivery support and

expert installation guidance, especially in locations where terrain and access may be limiting factors. This approach reflects the business?s goal of simplifying the buying process while maintaining its high standards of material quality and structural reliability.

The recent expansion also signals a broader shift in how consumers are approaching personal wellness and home improvement investments. As more people seek to create dedicated spaces for relaxation and recovery at home, outdoor saunas, particularly those with low-maintenance exteriors and energy-efficient operation, are gaining traction. The cylindrical design of barrel saunas offers not only performance benefits but also a visually distinct feature that complements both rustic and contemporary landscapes.

Soderlund?s team has observed that homeowners across the region are increasingly interested in outdoor enhancements that go beyond surface aesthetics. Products like barrel saunas allow for meaningful, everyday use that supports physical and mental well-being. In addition to their health-supporting qualities, these structures are often used as gathering spaces for friends and family, creating an added social dimension to their appeal.

Founded in 2010, Soderlund?s Wood Mill Inc. brings over two decades of combined expertise in product sourcing and retail operations. With the addition of barrel saunas to its expanding product suite, the company continues its evolution from local carving and outdoor furniture specialists to a recognized regional authority in sauna sales and service.

As barrel saunas continue to attract interest for both their aesthetic and therapeutic benefits, the team at Soderlund?s remains committed to offering products that reflect the values of comfort, durability, and design integrity. Their ongoing investment in product education, showroom access, and regional delivery positions them to serve a growing base of homeowners interested in long-term wellness solutions that harmonize with the natural environment.

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For more information about Soderlund Wood Mill Inc. (OLD), contact the company here:Soderlund Wood Mill Inc. (OLD)Jason Soderlund(651) 246-4085mail@soderlundswoodmill.com2012 US Highway 8 St. Croix Falls, WI 54024

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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.

Website: https://www.soderlundswoodmill.com/

Email: mail@soderlundswoodmill.com

Phone: (651) 246-4085

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