Soderlund?s Wood Mill Inc. Brings Scandinavian-Style Outdoor Saunas to Expanded Service Area in Minnesota and Wisconsin

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Soderlund?s Wood Mill Inc., a sauna supplier based in St. Croix Falls, Wisconsin, has officially introduced a dedicated range of outdoor sauna models designed for four-season use throughout the Upper Midwest. With increasing interest in at-home wellness and backyard upgrades, the company?s expanded sauna line is now available to customers across its primary and secondary service areas, 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.

The addition of outdoor saunas marks the continuation of a strategic shift by Soderlund?s to focus on standardized, high-performance wellness products that are compatible with the region?s demanding weather patterns. These saunas are sourced from leading manufacturers such as SaunaLife, Leisurecraft, and Thermory?brands recognized for combining Nordic design principles with the durability required for long winters and high-moisture conditions.

Outdoor saunas differ from indoor and portable in their materials, engineering, and installation demands. Built to operate in variable temperatures, the structures are reinforced with thermally modified wood and carefully sealed to prevent moisture infiltration. The models currently featured by Soderlund?s include small-format cabins suited for residential use as well as larger garden-style configurations that incorporate changing rooms, covered porches, and multi-tier bench systems.

Jason Soderlund, who co-owns the business with his brother Josh, said the decision to introduce outdoor saunas more formally into the product lineup came after seeing consistent interest from both local residents and out-of-state visitors. ?People around here are very connected to the outdoors year-round. Whether they?re on lakeshore property, a wooded lot, or even in suburban spaces, they?re looking for ways to extend the seasons and stay healthy at home. Outdoor saunas do that. They offer the kind of quiet, restorative space that doesn?t require travel or membership. It?s just there, right out the back door.?

Each outdoor model is designed to deliver a traditional sauna experience with efficient heat retention and ergonomic seating. SaunaLife?s garden series, for example, includes models with large tempered-glass front panels to bring in natural light while preserving the heat profile inside. Their use of thermally modified Nordic spruce enhances both appearance and longevity, withstanding decades of exposure to snow, rain, and temperature fluctuations. Double-wall construction, pre-cut kits, and optional electric or wood-fired heater compatibility make these models adaptable to a range of site-specific requirements.

Leisurecraft?s outdoor collection offers more design customization and is crafted primarily from Canadian Western Red Cedar and Eastern White Cedar. These woods are known for their insulating properties and aromatic qualities. The Pure Cube line, available through Soderlund?s, includes innovative features such as built-in outdoor showers, privacy paneling, and optional porches. Rounded POD-style structures are also available, offering a distinctive alternative to rectangular cabins. Their domed shapes increase head clearance while giving the saunas a unique architectural presence in backyard environments.

Thermory?s outdoor sauna offerings further emphasize durability. Produced from thermally modified Nordic spruce, these saunas are rot-resistant for up to 25 years without the need for chemical preservatives. Smooth to the touch and stable under temperature stress, the wood used in Thermory models does not shrink or warp, reducing maintenance concerns and extending product lifespan. These models are especially appealing for buyers looking to avoid ongoing treatment or refinishing schedules while still enjoying a refined aesthetic.

The practical benefits of outdoor sauna use in northern climates are well documented. The ability to alternate between heat and cold is central to the concept of contrast therapy, which is associated with improved circulation, reduced muscle inflammation, and mood enhancement. With winter temperatures in Wisconsin

and Minnesota routinely dropping below freezing, the outdoor sauna becomes not only a place to relax but also a therapeutic tool for physical and mental recovery.

Many of Soderlund?s customers have opted to position their outdoor saunas near lakes, woods, or on elevated decks to take full advantage of the surrounding environment. When used in tandem with cold exposure?such as snow rolling or post-sauna outdoor walks?the health effects of regular use may be amplified. While these practices are rooted in Scandinavian culture, they have gained broader appeal across North America in recent years.

The expanded outdoor sauna line is intended for year-round use and comes with guidance on placement, electrical compatibility, and site preparation. Depending on the size and layout, saunas can be delivered as fully assembled or as modular kits for easier transport and installation in remote or hard-to-access areas. Most do not require extensive foundations and can be positioned on gravel pads, concrete pavers, or existing patios. Ventilation planning and electrical safety are addressed during the showroom consultation phase.

Soderlund?s Wood Mill Inc. continues to operate its public showroom six days a week on U.S. Highway 8 in St. Croix Falls. This space provides visitors with the opportunity to evaluate multiple sauna models, inspect wood finishes, and discuss heating options directly with staff. The facility includes a functioning woodshop where cedar furniture are produced, offering insight into the craftsmanship standards that inform their sauna offerings.

Established in 2010, Soderlund?s has steadily transitioned from a woodcraft-focused workshop into a trusted sauna retailer for the greater Midwest region. Its move toward standardized sauna lines reflects a desire to scale operations while maintaining the material quality and customer engagement that has defined the business since its inception.

With the introduction of outdoor sauna models into a broader regional market, Soderlund?s reaffirms its position as a resource for individuals seeking reliable, health-forward products that enhance everyday living without the need for complex renovations or lengthy construction timelines.

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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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