

Soderlund?s Wood Mill Inc. Expands Indoor Sauna Sales and Showroom Access Across Western Wisconsin and Eastern Minnesota

March 19, 2026

St. Croix Falls, WI - March 19, 2026 -
Soderlund?s Wood Mill Inc., a sauna dealership and showroom based in St. Croix Falls, Wisconsin, has announced the expanded availability of its indoor sauna sales and consultation services to customers throughout 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 initiative reflects a strategic effort to meet growing regional demand for home wellness solutions that can be integrated into existing residential spaces.

Founded in 2010 and led by owner Jason Soderlund, Soderlund?s Wood Mill Inc. operates a six-day-a-week sauna showroom at 2012 US Highway 8 in St. Croix Falls. The company serves as a full-service sauna dealer, offering curated indoor sauna models, sauna heaters, and related guidance for homeowners seeking reliable, long-term wellness investments. With more than two decades of combined woodworking and retail experience, the team has transitioned its expertise toward standardized sauna product lines designed to

streamline purchasing and installation planning.

The newly emphasized indoor sauna offering centers on pre-designed saunas and cabin-style units suitable for basements, spare rooms, home gyms, and bathroom conversions. Available models include traditional heat systems powered by electric sauna heaters from established brands such as Harvia and HUUM, as well as infrared configurations for homeowners seeking alternative heating methods. Each unit is selected for compatibility with Midwest climate conditions and typical residential construction standards.

Indoor sauna installations have become increasingly common in colder regions where outdoor access may be limited during winter months. By situating a sauna within the home, property owners can maintain consistent use throughout the year without exposure to snow, ice, or temperature extremes. According to company representatives, the ability to incorporate a dedicated wellness space indoors has resonated with both new homeowners and long-time residents of western Wisconsin and the Twin Cities metropolitan area.

The indoor models available through Soderlund?s Wood Mill Inc. typically include cedar or thermally modified wood interiors, ergonomic benches, integrated control panels, adjustable ventilation, and compatibility with digital thermostats or Wi-Fi-enabled systems, depending on the selected configuration. Many kits are designed for straightforward assembly, although electrical connections for sauna heaters may require a licensed electrician in accordance with local code.

In addition to product sales, the company provides guidance on site preparation, ventilation requirements, electrical considerations, and spatial layout. While Soderlund?s Wood Mill Inc. does not manufacture sauna units, it operates as a knowledgeable dealer with an active showroom where customers can examine display models and discuss installation logistics in person.

?Interest in indoor sauna use has grown steadily across our region,? said Jason Soderlund, owner of Soderlund?s Wood Mill Inc. ?Many homeowners are looking for practical ways to create a consistent wellness routine at home, especially during long winters. By expanding our indoor sauna sales and consultation services to additional counties, we?re making it easier for customers to evaluate their options, understand the requirements, and move forward with confidence.?

Indoor sauna use has been associated with relaxation, improved circulation, and post-exercise recovery. Traditional sauna bathing typically involves sessions lasting 15 to 30 minutes, depending on temperature and individual tolerance. When properly ventilated and installed according to manufacturer specifications, indoor units can operate safely within residential settings.

The company?s showroom model allows prospective buyers to compare different construction styles, including cabin-shaped enclosures and modular units designed for retrofit applications. Materials such as

Canadian Western Red Cedar, Nordic spruce, and knotless aspen are commonly featured due to their heat tolerance, moisture resistance, and aromatic qualities. Sauna heaters are matched to room size and electrical capacity to ensure balanced heat distribution and energy efficiency.

Expanding access to indoor sauna sales in counties such as Hennepin and Ramsey also reflects a recognition of urban demand for in-home wellness amenities. In metropolitan areas where outdoor installation may be constrained by lot size or zoning, interior placement can provide a viable alternative. The company reports that consultations frequently address questions related to square footage, ceiling height, flooring, and proximity to existing electrical panels.

Beyond the Twin Cities and northwestern Wisconsin, Soderlund?s Wood Mill Inc. anticipates serving additional communities within a 60-mile radius of its St. Croix Falls location. The expansion does not alter existing showroom hours, which remain Monday through Saturday from 9:00 a.m. to 5:00 p.m., with closures on major holidays.

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For more information about Soderlund Wood Mill Inc., contact the company here:Soderlund's Wood Mill Inc.Jason Soderlund(651) 246-4085mail@soderlundswoodmill.com2012 US Highway 8St. Croix Falls, WI54024

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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

