Soderlund?s Wood Mill Inc. Expands Dedicated Sauna Heater Sales and Consultation Services Across Western Wisconsin and Eastern Minnesota

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St. Croix Falls, WI - May 14, 2026 -
Soderlund?s Wood Mill Inc., a sauna dealership and public showroom located in St. Croix Falls, Wisconsin, has announced an expanded focus on sauna heater sales and consultation services for customers throughout western Wisconsin and eastern Minnesota. The development formalizes the company?s role as a regional supplier of electric and wood-fired sauna heaters, supporting both new sauna installations and heater replacements within a 60-mile service radius.

Operating from 2012 US Highway 8 in St. Croix Falls, Soderlund?s Wood Mill Inc. has served the area since 2010 and maintains a six-day-a-week showroom featuring indoor and outdoor sauna models. The newly emphasized heater offering reflects growing consumer interest in performance-driven heating systems, as well as an increase in retrofit projects where existing sauna rooms require updated equipment to meet modern safety and efficiency standards.

Sauna heaters are the central functional component of any sauna environment. They determine heat-up time, temperature consistency, steam quality, and overall user experience. By expanding its heater inventory and

advisory services, Soderlund?s Wood Mill Inc. aims to provide homeowners, cabin owners, and property managers with clearer guidance on selecting the appropriate system for room size, electrical capacity, and usage patterns.

The company?s current heater lineup includes electric sauna heaters and wood-burning models from established European manufacturers, including Harvia of Finland and HUUM of Estonia. These manufacturers are known for producing heating units designed specifically for sauna applications, with configurations that vary in wattage, stone capacity, mounting style, and digital control integration.

Electric sauna heaters available through the dealership typically range from compact wall-mounted units suited for smaller indoor sauna rooms to higher-capacity floor-standing models designed for larger enclosures. Wattage selections are matched to cubic footage calculations, ensuring that the heater can raise and maintain temperature within recommended parameters. Many models incorporate stainless steel construction, integrated safety shutoff features, and compatibility with external control panels or Wi-Fi-enabled thermostats.

Wood-fired sauna heaters remain a viable option in certain outdoor or cabin settings, particularly in rural parts of Polk County, WI, and surrounding regions where traditional sauna bathing practices are common. These systems rely on firewood to heat a stone chamber, producing both radiant heat and steam when water is applied to the rocks. In contrast to electric systems, wood-burning heaters require chimney installation and compliance with local building codes related to ventilation and fire safety.

Jason Soderlund, owner of Soderlund?s Wood Mill Inc., noted that the decision to expand the heater-focused service was influenced by increased customer inquiries about performance specifications and compatibility. ?As more homeowners explore adding a sauna or upgrading an existing unit, the heater becomes the most technical component of the conversation,? Soderlund said. ?Providing clear information about wattage, stone volume, electrical requirements, and ventilation helps ensure that each installation functions as intended over the long term.?

The consultation process offered by the company includes evaluation of sauna room dimensions, ceiling height, insulation, and intended frequency of use. Electrical capacity is also reviewed, as most electric sauna heaters require dedicated circuits and, in some cases, professional installation by a licensed electrician. For customers replacing older units, the dealership assists in identifying equivalent or updated models that align with current safety standards.

In addition to the heating units themselves, Soderlund?s Wood Mill Inc. supplies compatible accessories such as sauna stones, control panels, thermometers, hygrometers, and bucket-and-ladle sets. The inclusion of properly sized and positioned stones is considered critical to heat retention and steam quality. Larger stone

capacity models tend to produce softer, more even steam, while compact units heat quickly and may be preferred for limited-space installations.

The expanded service area for sauna heater sales includes 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, and additional communities within a 60-mile radius of the St. Croix Falls showroom. The company reports that demand has increased not only among new sauna buyers but also among property owners seeking to replace aging heaters that no longer meet efficiency expectations.

Modern heater designs incorporate several safety and usability advancements compared to earlier generations. Many electric models now feature programmable timers, temperature presets, and app-based controls that allow remote activation within manufacturer guidelines. These features support more predictable heat cycles and may reduce energy waste associated with prolonged idle heating.

Soderlund?s Wood Mill Inc. maintains that its expanded heater offering complements its broader role as a sauna showroom and dealership. Customers visiting the St. Croix Falls location can examine heater models in person, review technical documentation, and discuss installation logistics without requiring an appointment. The showroom operates Monday through Saturday from 9:00 a.m. to 5:00 p.m., excluding major holidays.
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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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