

Soderlund's Wood Mill Inc. Expands Sauna Showroom Services Across Western Wisconsin and Eastern Minnesota

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St. Croix Falls, WI - July 15, 2026 -
Soderlund's Wood Mill Inc., a sauna dealership and showroom based in St. Croix Falls, Wisconsin, has announced the expansion of its sauna showroom services to better serve homeowners throughout Western Wisconsin and Eastern Minnesota. The expanded service area includes St. Croix Falls, Stillwater, Hudson, Woodbury, Forest Lake, White Bear Lake, and surrounding communities, providing more homeowners with access to an in-person sauna shopping experience supported by knowledgeable guidance and installation coordination.

The expansion comes as interest in home wellness spaces and outdoor living projects continues to grow across the region. Rather than purchasing a sauna solely through online research, homeowners now have greater opportunities to visit a dedicated showroom where they can compare multiple sauna styles, learn about available features, and discuss installation considerations before making a decision.

Soderlund's Wood Mill Inc. has served customers for more than 20 years and has continued to develop its showroom as a resource for homeowners interested in premium sauna products. The showroom features a

selection of barrel saunas, cube saunas, indoor saunas, outdoor saunas, and sauna heaters from established brands including Harvia, HUUM, Finsauna, and Saunum. Many of the available sauna models feature thermally modified Nordic spruce and Scandinavian craftsmanship sourced from Finland and Estonia.

According to the company, the expanded showroom service area reflects increasing demand from homeowners seeking a more informed purchasing process. Customers frequently travel from neighboring communities to compare sauna layouts, heating options, seating configurations, and construction materials before selecting a model that complements their property and lifestyle.

Jason Soderlund, owner of Soderlund's Wood Mill Inc., said the company has seen a noticeable shift toward customers wanting to experience products firsthand before making an investment.

"A sauna is something homeowners expect to enjoy for many years," said Soderlund. "Visiting a showroom allows customers to compare different models, understand the available options, and make decisions with greater confidence. The goal is to provide helpful guidance throughout the process while giving customers the opportunity to experience the products in person."

Unlike online purchasing, the showroom allows visitors to step inside different sauna models, compare interior layouts, evaluate seating arrangements, and better understand the differences between various heater options. Customers also have the opportunity to discuss site preparation, installation planning, and long-term ownership considerations with experienced staff.

The company supports two common purchasing paths. Some customers prefer to purchase a sauna after visiting the showroom and complete the installation independently. Others choose white glove installation coordination, allowing the company to assist with planning and preparation before installation begins. This flexible approach allows homeowners to choose the level of support that best fits their project.

Soderlund's Wood Mill Inc. stated that many customers also appreciate being able to compare Scandinavian-inspired sauna designs that may not be readily available through traditional retail channels. The company's showroom includes sauna models that incorporate thermally modified Nordic spruce, panoramic glass features, and modern architectural styling while maintaining the traditional characteristics associated with Finnish sauna culture.

The expanded service area is expected to make the showroom more accessible to homeowners throughout Western Wisconsin and Eastern Minnesota who are planning outdoor living improvements or dedicated wellness spaces. Communities including Stillwater, Hudson, Woodbury, Forest Lake, and White Bear Lake continue experiencing steady residential growth, contributing to increased interest in home amenities that support relaxation and year-round enjoyment.

In addition to offering premium sauna products, the showroom provides homeowners with an opportunity to compare sauna heaters from Harvia, HUUM, Finsauna, and Saunum, discuss installation requirements, and better understand how different sauna models perform in Midwest climates. The company's staff works closely with customers to explain available options without relying solely on product specifications or online images.

According to Soderlund's Wood Mill Inc., the showroom experience has become an important part of helping customers make informed decisions. Comparing sauna models side by side allows homeowners to evaluate dimensions, finishes, and overall design while considering how each model may fit within an existing indoor or outdoor space.

The company also noted that demand for home wellness spaces continues to expand beyond traditional cabin properties into suburban neighborhoods and primary residences throughout Minnesota and Wisconsin. More homeowners are incorporating saunas into backyard retreats, dedicated wellness rooms, and outdoor entertainment areas as part of broader property improvement projects.

With the expanded service area, Soderlund's Wood Mill Inc. expects to continue welcoming visitors from across the region while maintaining the personalized consultation process that has remained central to the business for more than two decades. The showroom remains open six days a week, allowing customers to explore available sauna models and discuss project planning with knowledgeable staff.

Soderlund's Wood Mill Inc. operates its showroom and sauna dealership from St. Croix Falls, Wisconsin, serving homeowners throughout St. Croix Falls, Stillwater, Hudson, Woodbury, Forest Lake, White Bear Lake, and the surrounding areas.

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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

