



Outdoor saunas built for people who go further



Welcome to True North

We build premium wellness products that help elevate your environment and improve your performance. True North creates tools that strengthen the body, sharpen the mind, and elevate daily living.

True North was founded by a small team driven by discipline, clarity, and a commitment to building better environments for human performance. True North exists to help people build environments that raise their standards.

Our mission

To improve performance through simple, daily rituals built on discipline, craftsmanship, and science.

Our purpose

We give people the tools to build a stronger body, a clearer mind, and a higher standard of living.



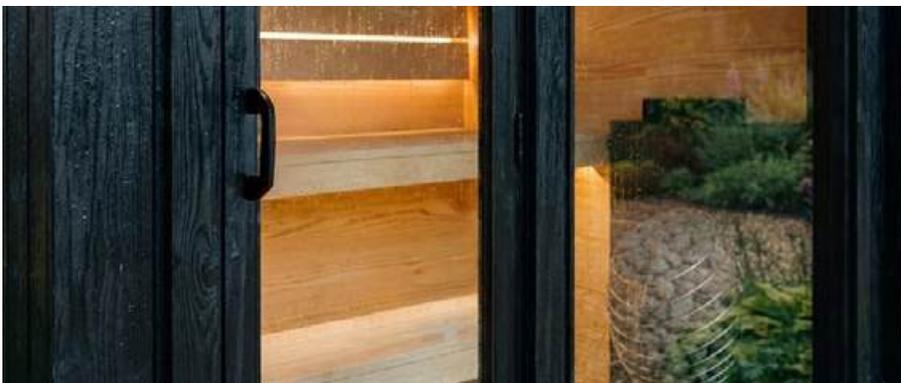
Key features

Experience



The experience is designed for total comfort, featuring wide benches for full-body relaxation, layered lighting to set the atmosphere, deep steam capability, and a silent airflow system that keeps the environment calm and consistent.

Craftsmanship details



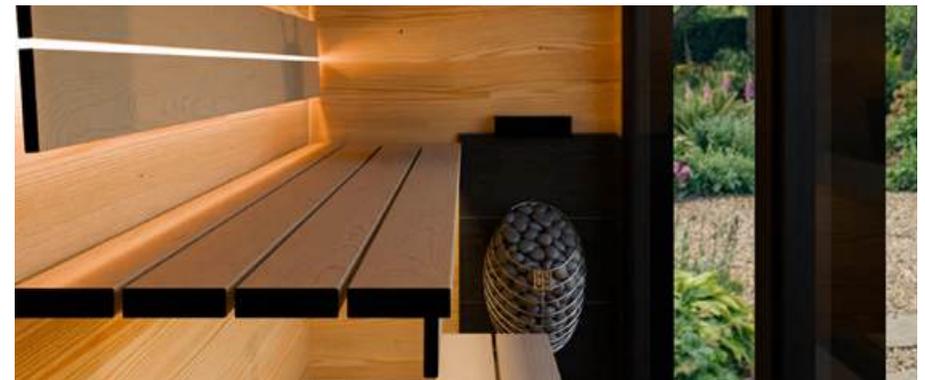
The craftsmanship is evident in every detail, from precision-cut joinery and hidden fixings to soft-glow LED lighting and hand-finished interior surfaces.

Construction



The construction is hand-built in the UK and engineered with a fully insulated thermal envelope and a breathable wall system to ensure lasting performance. Every detail reflects commercial-grade build quality, creating a structure that's both durable and meticulously crafted.

Heating

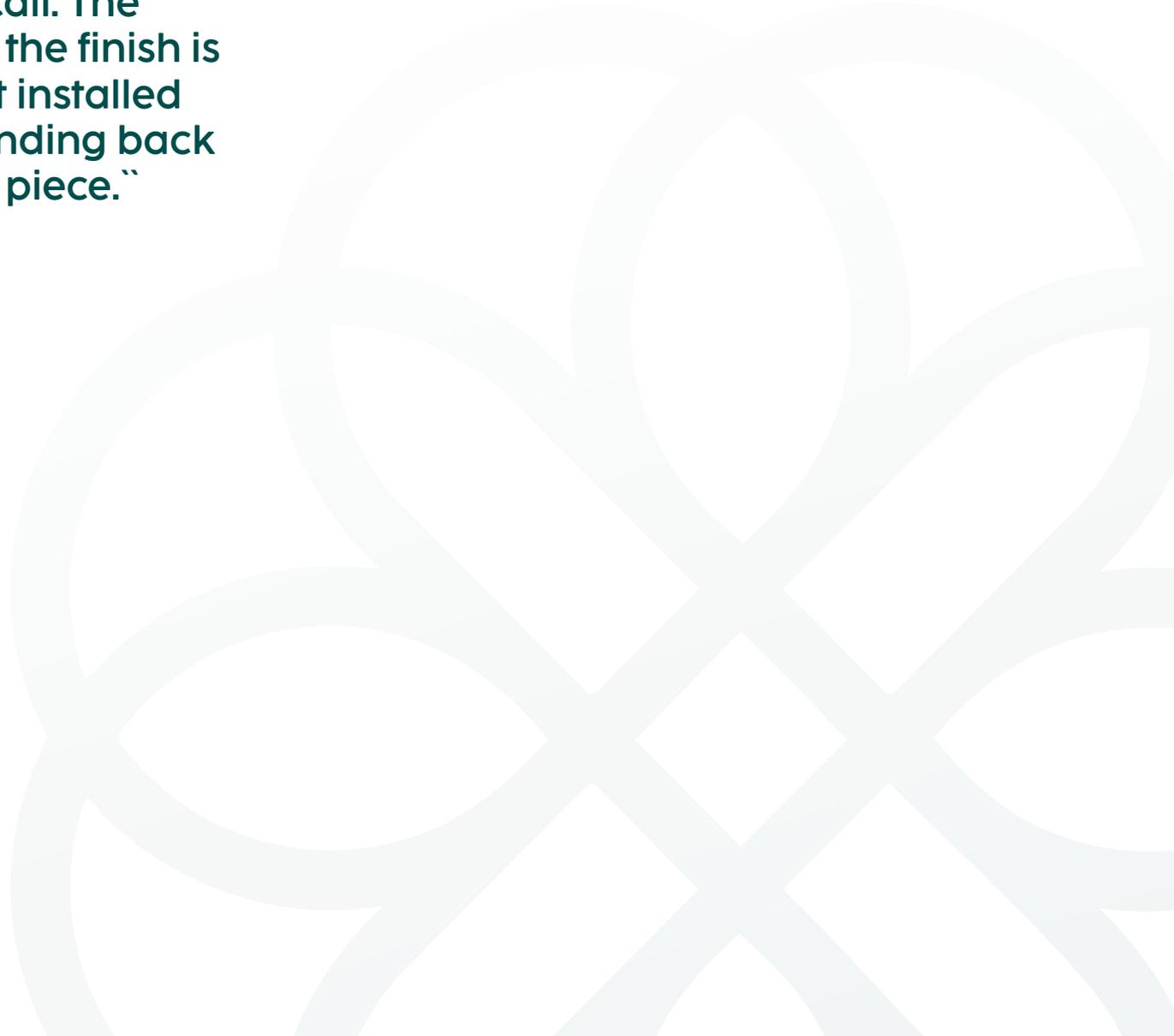


The heating system offers an electric heater, delivering fast heat-up and excellent heat retention. For added convenience, optional Wi-Fi app control lets you manage your sauna experience with ease and precision.



“We chose True North because we wanted something well made. The Sola felt right for our space, and seeing it installed confirmed we made the right call. The craftsmanship is excellent and the finish is premium. We’ve only just had it installed and already find ourselves standing back and admiring it. It’s a beautiful piece.”

- Mark Lawson



Introducing Eluna





Eluna is your private retreat for heat, clarity and recovery – engineered to transform your everyday living.



Introducing Eluna

Eluna is our flagship outdoor sauna, built in Britain for people who want a reliable heat routine at home. It's designed for regular use and consistent temperature, supporting recovery, rest and long term wellbeing.

The Eluna is a made to order outdoor sauna built in Britain using high quality materials and a traditional framing approach. It is designed to give you a consistent heat environment that suits daily or weekly routines. With generous internal space and thoughtful layout, it can seat up to six people, making it suitable for individual sessions, shared use or more spacious stretching when you want to unwind.

The name, Eluna, is shaped around renewal and the gradual improvements that build over time when looking after your body and keeping a consistent routine. The kind of routine that supports clearer thinking, better recovery and longevity. It's a reminder that recovery and long term health are built through simple habits, rather than dramatic changes, which is exactly what our sauna is designed to support and give you a place to reset throughout the week.



Eluna design

£16,000
Starting price

6-10 weeks
For delivery & installation

4-6 people
Size and seating

Optional extras:

- Privacy glass
- External bench
- Smart heater control
- Lighting upgrades
- Shower integration
- Extended front glass

Inside deck



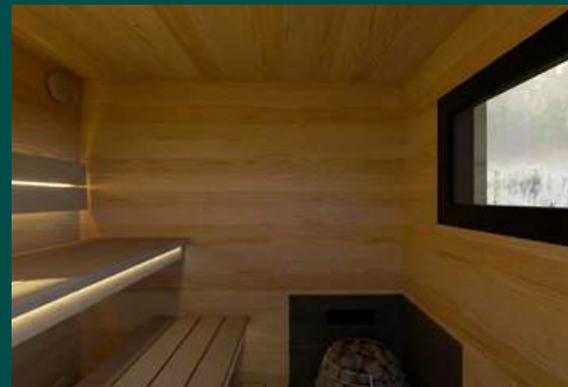
Engineered for strength and longevity, giving you a stable, heat-ready foundation every session.

Flooring and lighting



Premium boards with integrated ambient lighting that elevates the atmosphere and enhances every ritual.

Exterior



Weather-resistant timber and precision joinery built to endure UK seasons without compromising beauty.

Seating



Thermally balanced benches designed for deep heat absorption and full-body relaxation.

Technical specification

Your sauna is delivered to your home in pre-built panels and assembled on site by our team. Installation usually takes one day. We handle positioning, fitting, sealing and setup so the structure is ready for use when we leave.

Our team will support you through the process, including everything from evaluating your foundations, to professional delivery and installation.

Dimensions:

3.6m (length), 2.8m (width), 2.8m (height)

Lighting:

LED internal & external lighting

Internal cladding:

Thermo aspen

External cladding:

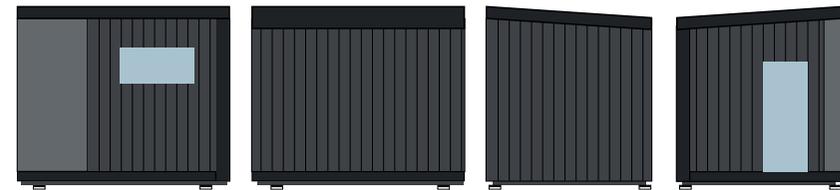
Thermo spruce

Heater option:

Huum Hive Mini 11kW or Narvi Trio 12 kW

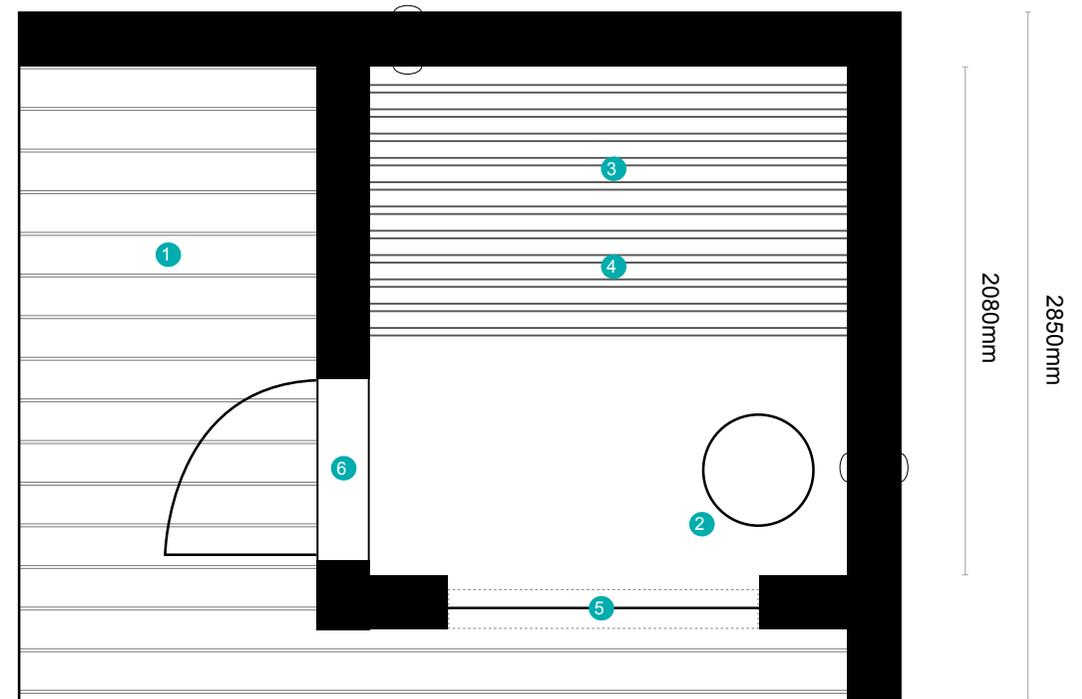
Colour:

Black, natural wood or light wood wash



3660mm

1970mm



Key 1. Deck 2. Heater 3. Top bench 4. Lower bench 5. Window 6. Door



Introducing Sola





Presence.
Stillness.
Contrast.

Your focused space for daily reset

Sola is our compact outdoor sauna, built in Britain for people who want the benefits of regular heat in a smaller footprint. It is designed for consistent temperature and everyday use, supporting recovery, rest and long term wellbeing.

Its design is intentional in creating a reliable heat environment without unnecessary volume. Seating up to four people, Sola is well suited to solo use, couples or small shared sessions, where the focus is on simplicity, heat and presence.

What sets Sola apart is how it connects you to your surroundings. The full-height glass front brings natural light, weather and movement into the space, making each session feel different depending on the time of day or season. Rain, fog, low winter sun; Sola doesn't shut these out. It allows you to slow down and stay present while the heat does its work.



Sola design

£9,800

Starting price

6-10 weeks

For delivery & installation

2-4 people

Size and seating

Optional extras:

- Privacy glass
- Smart heater control
- Lighting upgrades

Inside deck



Engineered for strength and longevity, giving you a stable, heat-ready foundation every session.

Flooring and lighting



Premium boards with integrated ambient lighting that elevates the atmosphere and enhances every ritual.

Exterior



Weather-resistant timber and precision joinery built to endure UK seasons without compromising beauty.

Seating



Thermally balanced benches designed for deep heat absorption and full-body relaxation.

Technical specification

Your sauna is delivered to your home already assembled. Installation usually takes 2-5 hours. We handle positioning, fitting, sealing and setup so the structure is ready for use when we leave.

Our team will support you through the process, including everything from evaluating your foundations, to professional delivery and installation.

Dimensions:

2.4m (length), 1.5m (width), 2.4m (height)

Lighting:

LED internal & external lighting

Internal cladding:

Thermo aspen

External cladding:

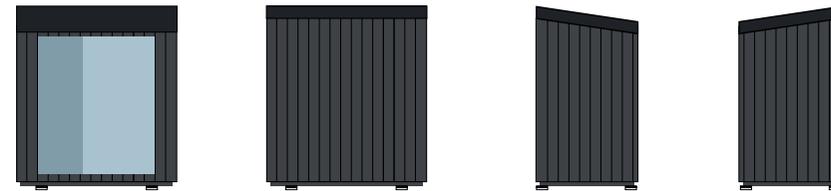
Thermo spruce

Heater option:

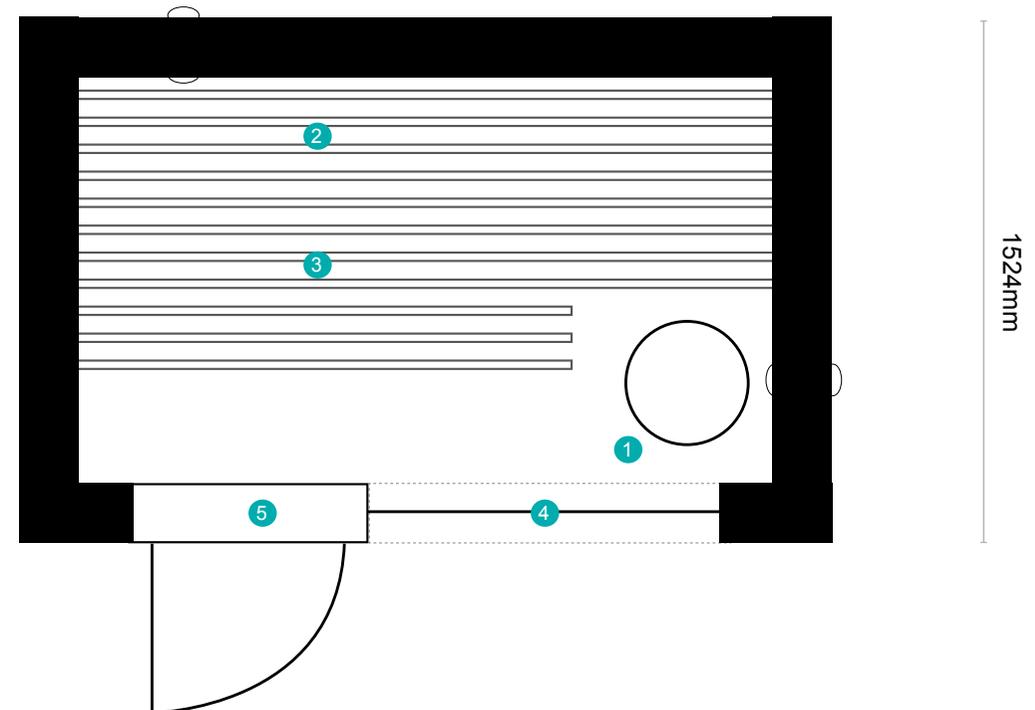
HUUM Drop Electric Stove 6kW or Narvi NC Electric Stove 6 kW

Colour:

Black, natural wood or light wood wash



2438mm



Key 1. Heater 2. Top bench 3. Lower bench 4. Window 5. Door



Our process

1 Your enquiry



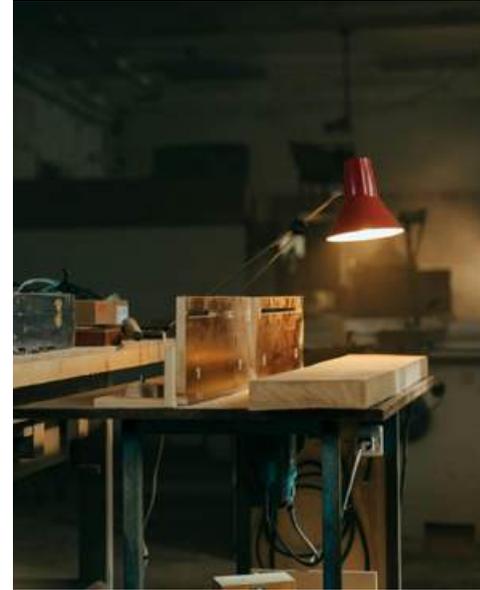
We learn about your space, your goals and how you want to use your sauna.

2 Design and preparation



We prepare your specification and guide you through groundwork and electrics.

3 Building your sauna



Your sauna is built to order in the UK, giving you updates and progress.

4 Delivery and installation



Your sauna is delivered and installed by our team in one day.

First use and ongoing support

We show you how everything works and give you a simple guide to help you get the most out of your heat sessions. You also receive our heat therapy protocol with routines designed to support recovery, sleep and stress management.

A sauna becomes part of your routine more easily when you understand how to use it well. And if you ever need help, we are always here.



FAQs

You can view our full FAQs online, by visiting: www.wearetruenorth.co/faqs

What are your lead times?

Lead times typically range from 6 - 10 weeks, depending on location. Installation usually completed in 1 day. You'll receive a step-by-step guide and support covering prep, electrics, and aftercare so you're ready from day one.

Do I need planning permission?

Most outdoor saunas fall under permitted development in the UK, provided they stay under height limits and are placed appropriately. We help you confirm this for your property.

What you need to prepare?

For the foundations, concrete columns will be needed to raise your sauna from the floor. Depending on your sauna size, 1-phase or 3-phase electricity will be needed. We will support you through everything to ensure everything is setup correctly.

How does delivery and installation work?

Your sauna is delivered to your home in pre-built panels and assembled on site by our team. Installation usually takes one day. We handle positioning, fitting, sealing and setup so the structure is ready for use when we leave.

Can I use the sauna all year round?

Yes. The insulation, timber and heating system are chosen to perform reliably through all seasons in the UK.

Do you offer flexible payment options?

Many customers choose to fund their purchase through independent personal lenders. You apply directly through a list of our recommendations, receive the funds, and then place your order with us.

What warranty do you offer on your saunas?

Our made-to-order saunas include a 2-year warranty covering manufacturing defects. A full warranty document can be found on our website.

Is maintenance difficult?

No. A small amount of exterior care and occasional checks on the stove are usually all that is needed.

Where are your products made?

Every sauna is hand-built in the West Midlands by our in-house team. Future products follow the same standard.

What makes your products different?

Everything we build is designed for performance, longevity and daily use. No kits or shortcuts - real craftsmanship backed by real materials.







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