



Outdoor saunas built for people who want to enjoy the authentic sauna experience at home



Welcome to True North



We design and build premium outdoor saunas for homeowners who want a genuine, high-quality sauna experience at home. As a British sauna manufacturer based in Worcestershire, we focus on quality craftsmanship, durable materials and providing an exceptional end-to-end experience from the moment our customers first speak with us.

True North was founded on the belief that well-designed spaces influence how we rest, recharge and spend time at home. We create wellness spaces that feel calm, considered and built to last. Places where you can step away from busy routines and enjoy comfort, quiet and warmth in your own home.

Our mission

To create spaces that support rest, longevity and better everyday living.

Our purpose

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



Key features

Built with premium materials



Every material is chosen to improve both the sauna experience and the lifespan of the structure, ensuring long-term reliability and comfort.

Craftsmanship details



Every model is developed in-house and built in our British workshop, where we control the process from design through to final assembly. This allows us to focus on the details that matter - usable space, bench design, airflow and thermal performance - while maintaining strict quality standards.

Construction



Our saunas are fully hand-built in the UK and engineered with commercial-grade build quality, creating a structure that's both durable and meticulously crafted. Our saunas use odorless materials, and you can expect no off-gassing. Everything from bench height, to oxygen flow have been carefully considered.

3-layer insulation system



Our saunas use a 3-layer insulation system designed to retain heat efficiently while protecting the structure. This includes high-performance insulation, a heat-reflective vapour barrier and an internal air gap that allows the sauna to heat quickly and maintain consistent temperatures. The system improves energy efficiency and ensures a stable thermal environment during every session.



Mark - Google Review

“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.”

Susanne - Video testimonial

Susanne was kind enough to share a short testimonial about their experience with us and their Sola sauna.

You can watch the full video here:

<https://www.youtube.com/watch?v=9XdrD-PNu6g>



Introducing Eluna Outdoor Sauna





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



Our flagship outdoor sauna

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

Starting price

£17,500

For delivery & installation

6-10 weeks

Size and seating

Up to 6 people

Sauna warranty

2 years

Optional extras:

Your Eluna sauna can have a number of upgrades, and we can guide you through to suit your needs:

- Privacy glass
- External bench
- Deck upgraded into changing room area
- Upgraded heater controls: Wi-Fi + app
- Infrared panels combined with electric stove
- Lighting upgrades
- Shower integration
- Extended front glass
- 3-tier bench / corner bench with 2-tiers
- Salt wall
- Bluetooth speakers

Outside deck



Deck area can be used as an area to prepare before your sauna session. This area can be customised into a dressing area, cold plunge or seating area.

Flooring and lighting



The Eluna benefits from a sealed concrete floor, and ambient LED lighting that gives a truly authentic experience.

Exterior



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

Seating



Customisable with a 3-tier bench, 2-tier bench or a corner bench with 2-tiers, the Eluna can be crafted to suit your needs.

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), 2.5 / 2.7m (height)

Lighting:

LED internal & external lighting

Internal cladding:

Thermo aspen

External cladding:

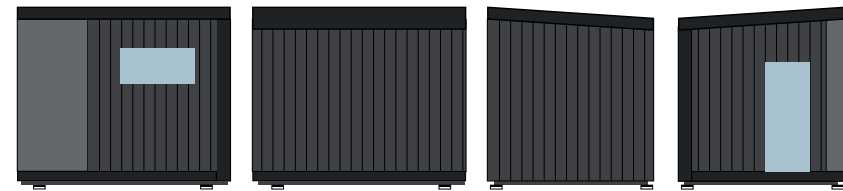
Cedar or Thermo Spruce

Heater option:

Huum Hive Mini 10.5kW or Narvi Saana 9kW (1- phase or 3-phase)

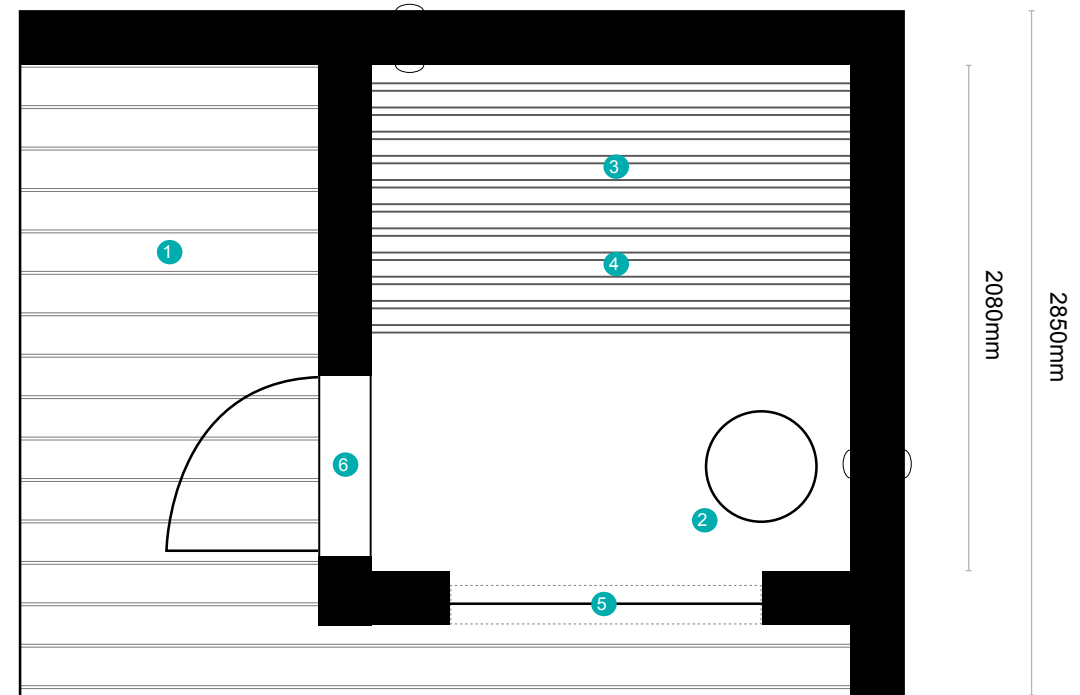
Colour:

Black, grey or light wood stain



3660mm

1970mm



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



Introducing Sola Outdoor Sauna





Presence.
Stillness.
Contrast.

Your focused space for daily reset

Sola is a made to order outdoor sauna built in Britain for those who value efficiency. Its design is intentional in creating a reliable heat environment without unnecessary volume. Seating up to three 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.

The name, Sola, reflects solitude, simplicity and clarity. A space designed to strip things back and create a consistent pause in your day. It represents the idea that long-term health and mental resilience are built through small, repeatable actions - showing up regularly rather than doing more.



Sola design

Starting price

£12,000

For delivery & installation

5-8 weeks

Size and seating

Up to 3 people

Sauna warranty

2 years

Optional extras:

Your Sola sauna can have a number of upgrades, and we can guide you through to suit your needs:

- Privacy glass
- Upgraded heater controls: Wi-Fi + app
- Lighting upgrades
- Shower integration
- Bluetooth speakers

Full glass view



The sola benefits from a fully integrated glass view with door and floor to ceiling window.

Flooring and lighting



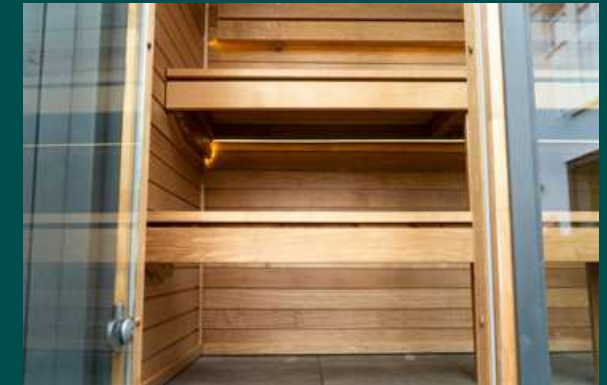
Fully tiled floor (anti-slip) that prevents water build up and interior LED lighting that give a soft ambient light.

Bespoke steel roof



Custom designed roof built of several layers to defend against all weathers, whilst giving a premium aesthetic.

Seating



2-tier thermo-aspen bench that has been carefully designed to work in harmony with the electric stove.

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), 2.5m (height)

Lighting:

LED internal lighting

Internal cladding:

Thermo aspen

External cladding:

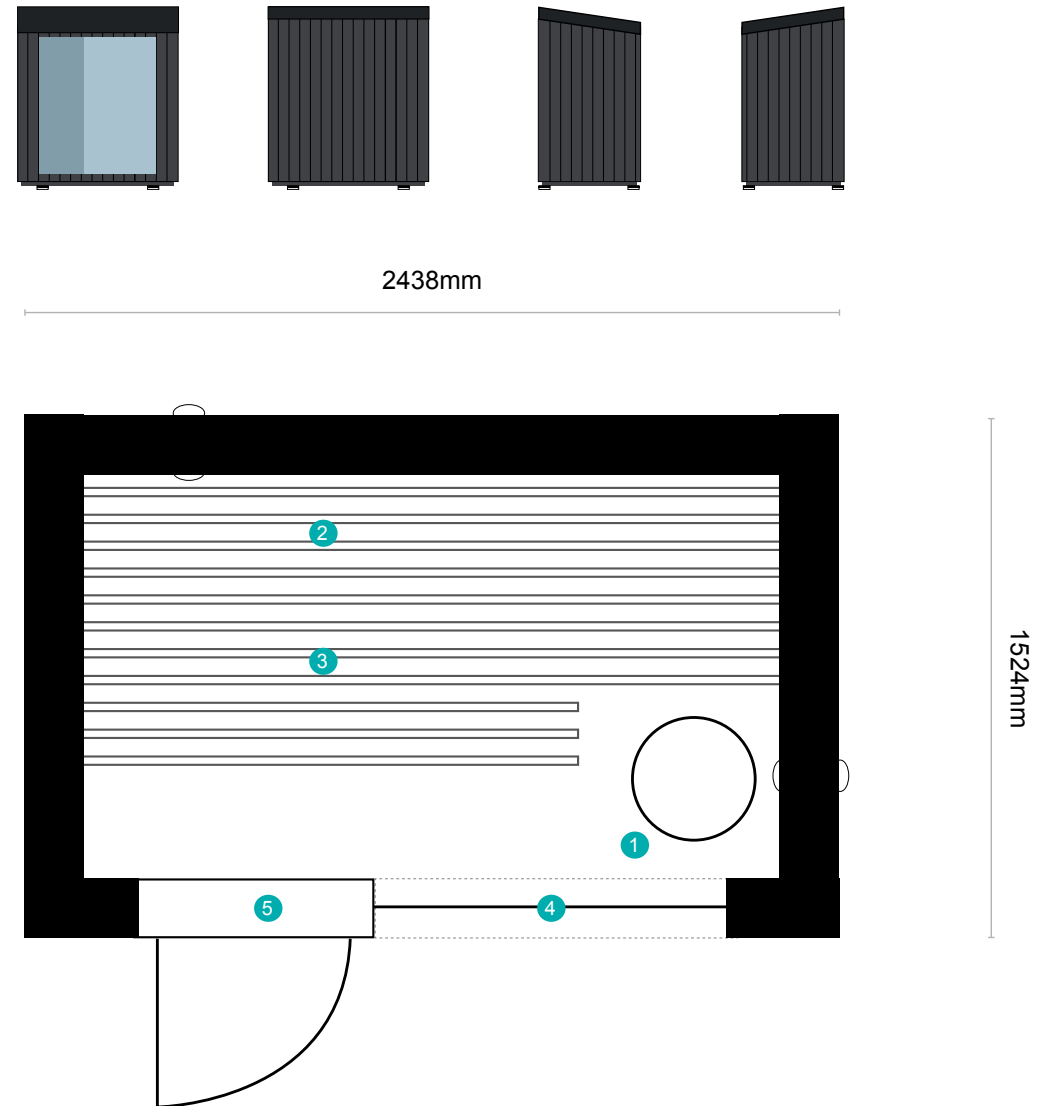
Cedar or Thermo Spruce

Heater option:

HUUM Drop Electric Stove 6kW or Narvi NC Electric Stove 6kW
(1- phase or 3-phase)

Colour:

Black, grey or light wood stain



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. **You can visit the workshop throughout the process.**

4 Delivery and installation



Your sauna is delivered and installed by our team in 1 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 within 1-4 days. 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 electric stove, 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 either lifted into place, or delivered to your home in pre-built panels and assembled on site by our team. Installation usually takes between 1-4 days. 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 our workshop in Hartlebury, West Midlands. 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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