

SAUNA DISTRIBUTOR PLANNING TOOL

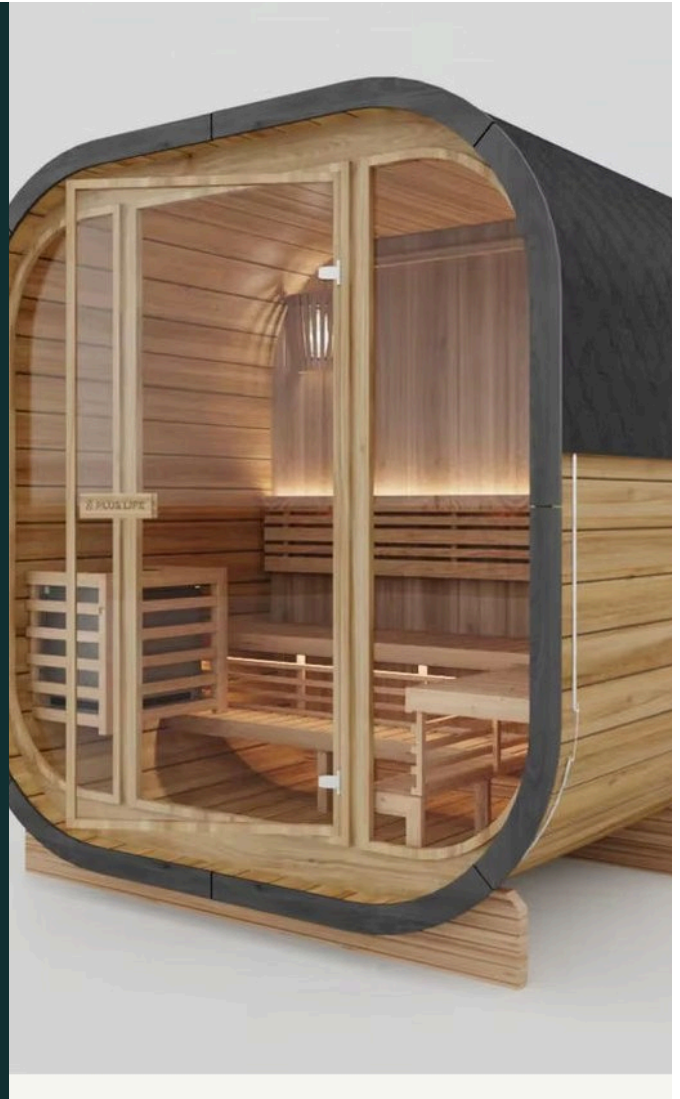
Starter Order Model Mix Pack

A practical downloadable tool for sauna distributors, importers, dealers, builders, wellness retailers, and private-label buyers planning the first paid CSauna order.

6 Sauna model references used	10 Model families grouped
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LSX Downloadable planning workbook	2026-06-05 bennett@csauna.com
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Final pricing, MOQ, specifications, certificates, lead time, warranty, and shipping terms must be confirmed in the formal CSauna quote.



1. What This Pack Helps Buyers Decide

- Which model families should be in the first paid order instead of only the cheapest sample?
- Which models are for display, which are for repeat volume, and which are premium upsell options?
- What heater, voltage, wood, packaging, manual, and evidence details must be confirmed before deposit?
- What spare parts, warranty evidence, and maintenance documents should ship with the first order?
- Which photos, videos, carton marks, and loading documents should be requested before final balance?

Recommended use: start with a narrow model mix, confirm evidence and after-sales needs, then scale to a larger container or private-label program after the first order has proven demand.

2. Starter Order Scenarios

Scenario	Units	Suggested mix	What it should prove
Paid sample validation	1-3 units	1 hero outdoor/cube model, 1 barrel or compact model, optional 1 premium material sample	Check assembly, finish, heater layout, packaging, photo evidence, and customer-fit before committing to a container.
Showroom launch	6-10 units	2 outdoor cabin, 2 barrel, 1 cube, 1 premium cedar or commercial display, plus accessory and spare kit.	Give dealers enough visual variety to sell without making the first order too complex.
First mixed container	18-28 units	40% barrel/outdoor entry models, 25% outdoor cabin, 15% cube, 10% premium/commercial, 10% parts/accessory reserve.	Balance repeatable volume with premium showroom differentiation and after-sales readiness.
Private-label pilot	5-12 units	2-3 selected model families with controlled logo, manual, carton mark, and warranty-card changes.	Validate brand presentation before expanding to full SKU families.
Resort or commercial project	Project based	Commercial sauna room plus matched outdoor/cabin models where the buyer needs multiple guest zones.	Plan around capacity, guest turnover, maintenance, heater duty, and handover documents.

3. CSauna Model Family Matrix

Model family	Count	Best-fit buyer	Starter-order role
Barrel Sauna	27	Outdoor living retailers, ecommerce sellers, patio dealers	Easy-to-explain backyard entry model and fast visual showroom item.
Commercial Sauna	17	Hotels, spas, gyms, resorts, clubs, wellness centers	Project and hospitality option where service evidence matters most.
Outdoor Cabin Sauna	14	Distributors, builders, wellness retailers, resort projects	Core outdoor SKU family for repeatable B2B quote programs.
Cube Sauna	11	Premium showrooms and modern backyard wellness brands	Higher-ticket design-led option for margin and showroom attraction.
Outdoor Sauna	11	General outdoor wellness buyers and mixed-container distributors	Flexible pool for filling a first container around proven visual styles.
Cedar Sauna	6	Premium retail, private-label brands, cold-climate outdoor buyers	Material-led premium option for higher perceived value.
Infrared Sauna	5	Indoor wellness retailers, gyms, compact residential channels	Indoor add-on line for buyers who also sell electric or dry saunas.
Hemlock Sauna	2	Value-focused indoor buyers and private-label programs	Cost-aware wood option for repeatable indoor or compact sauna SKUs.
Indoor Sauna	2	Home wellness retailers, apartment projects, compact indoor channels	Small-footprint SKU for indoor buyers and showrooms.
Spruce Sauna	1	Nordic-style outdoor buyers and price-sensitive distributors	Clean material story with accessible pricing.

4. Copy-Paste Message

Hi CSauna, please help us plan a sauna distributor starter order.

Buyer type:

Company / market:

Destination country / port:

Target order type:

Expected units or container plan:

Preferred model families:

Selected model links or image references:

Wood preference:

Heater type / voltage / controls:

Private-label or packaging needs:

Documents and evidence needed:

Target budget or retail price band:

Quote deadline:

Please suggest a practical starter model mix, MOQ, lead time, packaging assumptions, spare-parts plan, and missing technical questions.

Send to: bennett@csauna.com | WhatsApp +86 180 7047 6405 | 96 models:
<https://csauna.com/products/#showroom-models>

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