

PortaSauna Launches European Operation with Finnish Sauna Influencer Nina Laitina

Europe Welcomes PortaSauna: Award-Winning Brand Goes International with Strategic Sauna Partnership



Portsmouth, Hampshire Jun 12, 2025 ([Issuewire.com](https://www.issuewire.com)) - *The award-winning UK sauna brand takes its next bold step—expanding across Europe with a powerhouse partnership and a new global domain.*

PortaSauna, the UK's leading portable wood-fired sauna brand, has officially launched its European division: **PortaSaunaEU**, in partnership with internationally recognised sauna expert and influencer **Nina Laitia**, known to her 300K Instagram followers as [@ninainsauna](https://www.instagram.com/ninainsauna).

As part of this expansion, PortaSauna is transitioning from its UK domain **PortaSauna.co.uk** to the new **PortaSauna.com**, marking the company's shift from a fast-growing British startup to a truly international wellness brand.

Founded by entrepreneurs **Jordan Boon** and **Harry Beardsley** in January 2024, PortaSauna has made waves in the outdoor wellness world. In just 18 months, the company has secured **30+ UK retailers**, built a passionate community of users, and was crowned **Portsmouth Start-Up Business of the Year 2025**. Now, they're taking their vision across borders.

"We know we have the best sauna tent on the market," says co-founder Jordan Boon. "So when Nina reached out—not just for an ambassador deal but with a desire to become a partner—we thought this

could be something really special.”

Nina Laitinen brings both credibility and passion to the partnership. As a lifelong Finnish sauna lover, content creator, and global advocate for traditional and modern sauna practices, Nina has been sharing sauna experiences from around the world. Her influence and deep knowledge of European sauna culture make her the perfect match for PortaSauna’s next chapter.

A Sauna Startup Built for the Outdoors

PortaSauna’s products are built with performance and portability at their core. The flagship **PortaSauna HEX** and larger **HEXXL** models are designed to be fully portable, wood-fired sauna tents that heat up fast and can be set up in under 10 minutes. Whether in a garden, forest, or lakeside setting, these saunas deliver an authentic, high-heat experience without requiring planning permission or permanent installation.

Every PortaSauna package includes:

- A fully insulated, triple-layer sauna tent (HEX or HEXXL)
- Stainless steel stove with flue system
- Thermometer, heat-resistant mat, and safety gear
- All you need to add is firewood

The brand has quickly gained traction among outdoor lovers, cold-water swimmers, wellness seekers, athletes, and event hosts across the UK. It’s also used by professional rugby players, public pools, and even travelling circuses.

The European Rollout: PortaSaunaEU

The launch of **PortaSaunaEU** comes with new infrastructure for European logistics, compliance, and regional distribution. Orders will now ship from within the EU, avoiding lengthy delays and additional fees for European customers. Country-specific retail partnerships and marketing campaigns are already underway.

With **Nina Laitinen** leading the European charge, PortaSaunaEU aims to create a thriving community of sauna users across Germany, the Netherlands, Finland, France, and beyond. Nina will spearhead influencer collaborations, visit retailers, and host immersive sauna events to introduce PortaSauna to new markets.

“PortaSauna isn’t just a product—it’s a movement,” says Harry Beardsley, Commercial Director and co-founder. “We’re building something that brings people together outdoors, supports mental wellbeing, and celebrates sauna culture in its most accessible form.”

Rebranding to PortaSauna.com

To support its international growth, PortaSauna has officially rebranded under the new global domain www.PortaSauna.com. The site features multilingual content, expanded shipping options, and new

resources for customers across the UK and Europe.

The new platform also reflects the broader vision of the brand: to become the go-to name for **portable contrast therapy setups**, including the **PortaPlunge** cold plunge pools launched in 2025. These products complement the sauna experience, allowing users to embrace the benefits of hot and cold therapy wherever they go.

About PortaSauna

Founded in the UK in 2024 by Jordan Boon and Harry Beardsley, PortaSauna is a wellness brand focused on high-performance, portable sauna tents and cold therapy solutions. With products trusted by athletes, wellness professionals, and weekend explorers alike, PortaSauna is redefining how and where people sauna.

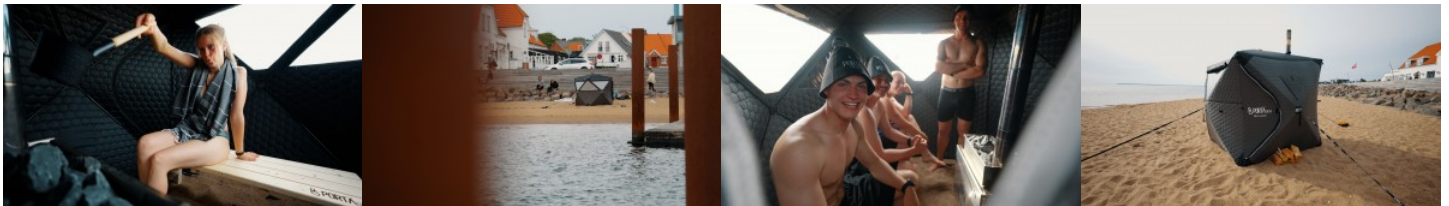
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