

Atlantic Canada Launch Export Program Mission
to Ottawa and Toronto November 2025



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique

Canada

DELEGATE CORPORATE PROFILE

Company information	Company name: Arc Saunas Inc.
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Delegates Attending	Jaclyn Mirarchi, Co-owner, Arc Saunas Inc. Josh Lyons, Co-owner, Arc Saunas Inc.

<p>Company Logo (insert or attach)</p>	 <p>The logo for Arc Saunas features the word "ARC" in a stylized, blocky font where the "A" is a triangle, the "R" is a vertical line with a horizontal bar, and the "C" is a curved line. Below the "ARC" is the word "SAUNAS" in a simple, sans-serif font.</p>
<p>Company Description</p>	<p>Arc Saunas is a prestigious design and build manufacturer focused on bringing health and wellness to Newfoundland, the Atlantic provinces, throughout Canada, and eventually globally. Our barrel saunas are designed and built to the highest of standards, in an eco conscious way, using locally sourced materials, traditional building practices, and ancient preservation methods.</p>
<p>Product and/or Service Information. Unique benefit you seek to promote for your service or product (USP).</p>	<p>Arc Sauna's barrel saunas are unlike any other. By squaring the corners of the circle, our superior design allows the Vetruvian Man full range of motion inside the sauna and the ability to incorporate a two-tiered bench system; with an upper bench above the top of the heater, which is essential to experience the full benefits of sauna bathing. With the added space and unique layout, our wood fired heaters have all the clearances they need to be fully WETT certified, unlike any other barrel sauna in North America. Our unique ventilated rafter and metal roof system that overhangs the structure of the sauna on all four sides is unlike any other barrel sauna roof on the market. Arc Saunas has designed and built the only barrel sauna with a ventilated rafter system, drastically extending the life and longevity of the structure by allowing the condensation that gathers between the sauna staves and metal roof finish to breathe. Without it, moisture will inevitably become</p>

trapped between the roof and structure, rotting the lumber and inviting mould and mildew to grow; the last thing you want while having a sauna bath. The rafter system also overhangs the structure on all four sides of the sauna, which protects the exterior from the elements such as rain, snow and falling debris. Combined with our ancient preservation method, Arc Saunas are highly resistant to water stains and discolouration, allowing the structure to maintain its ascetic appeal for its lifetime.

Currently, we are the only sauna manufacturer on the market to cherish and use an all natural, non-toxic, eco-friendly, and medicinal ancient preservation method to seal the exterior of our saunas. Pine tar has been used throughout history for many applications, including protecting wooden structures, such as the Roman Empire and Viking ships. This product is made from the conifers tree own natural defences, concentrated and rendered down into a tar that can be applied to wood. The pine tar penetrates deep into the wood grain while allowing the lumber to breathe and becomes more superior with each coat. Unlike toxic petroleum based paints and stains, pine tar does not need to be sanded down to be refinished, making it an extremely effortless product for our clients to re-apply and maintain when needed. With this superior finish, Arc Saunas are protected from moisture, rot, and insects and have a completely unique, deep rich colour.

Inside the gable walls is a full frame, giving the structure more strength than typical barrel saunas and eliminates weak hinge points. The full frame allows us to run plumbing and electrical inside our walls, to incorporate features that no other barrel sauna offers. Within the cavity, Arc Saunas uses Rockwool® insulation to improve the structure's overall heat retention. We are the only barrel sauna on the market that we know of that insulates our walls, and this is thanks to the high standards of construction we use.

The lumber we use to construct our saunas is slow growth spruce; harvested, milled, and kiln dried within a 100 km radius of our shop. This drastically reduces our company's eco footprint by fractioning the use of petroleum to ship lumber across the continent. Our unique, remote location gives us access to some of the best lumber left on the market due to our extremely harsh environment which creates tough growing conditions. Like tough love, this creates a lumber with very dense annual rings, giving it superior properties to conventional lumber typically grown in a mono crop forest designed to grow extremely fast.

In addition to the steps Arc Saunas has taken to build a superior structure, our furniture quality finish,

	luxury details and one of a kind customizable features, completes a product that is the epitome of barrel saunas in North America.
Exporting	
Sales Pitch:	<p>With an Arc Sauna, you're not buying just a barrel sauna; you're investing in an architectural legacy built to endure, designed with intention, and crafted with features you won't find from typical manufacturers. Our luxury barrel saunas are designed and built to the epitome of standards, customized to your own unique needs and installed with minimal space or preparation. All you have to do is lay down.</p> <p>Why Arc Saunas Are the Superior Choice</p> <ol style="list-style-type: none"> 1. Built to Tackle All Canadian Seasons, Especially Harsh Winters <ol style="list-style-type: none"> a. With a patent-pending ventilated rafter system and a metal roof with overhangs on all four sides, an Arc Sauna rejects snow, rain, and falling debris better than barrel saunas that use a tarp or simple roofing. You won't wake up to ice or moisture dripping inside or staining your structure. b. Fully framed front and back walls insulated with Rockwool© give you better heat retention than many saunas which use thin wall boards only. That means faster heat up times, less energy waste, and more comfort even when the mercury drops. 2. Comfort & Usability Designed In — Not Afterthoughts <ol style="list-style-type: none"> a. Ample headroom: 78" inside; tall doors (~72") means taller users don't have to duck. Many barrel saunas suffer from low ceiling height and arching backs on benches due to tight dimensions. Arc addresses that. b. Two-tiered benches: allows you to choose lower or upper heat levels, something often missing in simpler barrel designs. Flat floors and wide benches, in all models, so you can stretch out, move around, even do light activity or yoga inside. 3. Durability & Natural, Non-Toxic Protection <ol style="list-style-type: none"> a. Arc uses an ancient preservation method: 100% natural pine tar + boiled linseed oil. No petroleum-based stains or sealants. That gives excellent protection from water,

	<p>insects, sun, and prolongs life dramatically compared to standard stains or pressure treated materials.</p> <p>b. Lumber is locally harvested, kiln dried, and milled within ~100 km, from slow-grown Atlantic spruce— this kind of wood has tighter grain, more resistance to warping, splitting, insects and decay. Other barrel saunas made from fast-grown wood can lose shape, crack more, or need much more maintenance.</p> <p>4. Certification & Safety</p> <p>a. Arc uses wood heater assemblies that are WETT certifiable (which meets or exceeds the Canadian standard for wood heating safety). If you live in Ontario, safety & code compliance matters. Many barrel sauna builders may not meet or document these standards. Arc helps you get that, and ensures safer, insurance-friendly installation.</p> <p>5. Luxury & Finish Details</p> <p>a. Arc offers designer features with every model; Hidden joinery means no exposed screws, furniture-grade finish, curved millwork, recessed hinges, clear benches, etc., as well as optional customizable features. These aren't just aesthetic; they contribute to longevity and overall satisfaction.</p> <p>b. With optional features like a recessed waterfall shower, interior pot filler, glassdoor, rear wall window, exterior recessed lighting, interior under-bench lighting and more, as well as multiple heater options (wood or electric) mean customization for comfort and for your lifestyle.</p>
Businesses of Diversity	Women
Sectors or Industries	<ul style="list-style-type: none"> - Spa & Wellness centres - Hotels & Resorts - A storefront looking to buy a large quantity of saunas at a discounted rate to sell from their location - Timber-framers / niche home builders - Warehousing

Needs Assessment:

Currently Exporting	
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<p>Tell us a bit more about your expectations, interests, and goals for the mission</p>	<p>I expect to talk to and learn from other entrepreneurs who have been in the industry for a reputable amount of time and understand the logistics of shipping such a large quality product economically without having to cut corners on the standards of build.</p> <p>Throughout these conversations my goal is to seriously explore a scenario of shipping our product to a business partner out of province who can distribute and install our saunas within their location. I expect that these meetings will give me a greater understanding and more confidence on how to approach potential business partners who can help us spread our product across Canada and beyond. As well as emphasize the areas of our business that we need to focus / improve on so that I can better prepare for future opportunities and become comfortable discussing our product confidently to successful business minds.</p>
<p>Does your company have ready-for-mission marketing assets, either digital or handouts? Please select all that apply (email with the approved DELEGATE CORPORATE PROFILE):</p>	<p>Company Profile Logos/photos/etc. Website</p> <ul style="list-style-type: none"> - Would like to get brochures made before the mission. - Will have business cards. - Should I bring merch (i.e. sauna hats?) - Can have a video made but not sure of where / how to present
<p>Social Media and IT information</p>	<p>@arcsaunas https://www.facebook.com/profile.php?id=100084543255456</p>
<p>List your most important end-users or end-user industries.</p>	<ul style="list-style-type: none"> - home owners - air bnb and vacation rental owners - hotels & resorts - gyms, spas & wellness centres
<p>Job title(s) of person in the prospect organization you typically meet with.</p>	<ul style="list-style-type: none"> - owner, manager, finance officer, project manager, developer, Unsure
<p>How is your product typically distributed and marketed (and in other countries if applicable)?</p>	<p>Our product is currently marketed and distributed by our in house team. We either load and deliver the sauna in pieces and assemble it on site, or assemble the sauna on the trailer and have it craned / lifted into place.</p> <p>The challenge with shipping our product is that our saunas are not designed and built to be shipped flat in a box and done "DYI" style. We have decided that it is not within our interest to cut corners on quality to mass ship quantity. Our value is a product built with genuine intention and care, that our customers know was built for them.</p>

<p>Describe the type of business partner you are looking for (ideal profile)</p> <p>Nature of relationship sought?</p>	<p>Ideally we would like to meet with someone who can buy 10 - 20+ saunas at a time (at a discounted rate), owns their own shipping & transportation company, with a large warehouse / yard to store the saunas, and is able to ship and crane the saunas into place within their area.</p> <p>Benefits to Arc Saunas:</p> <ul style="list-style-type: none"> - guaranteed volume of sales - customer reach <p>Benefits to Partner:</p> <ul style="list-style-type: none"> - sauna sale commission / up-charge - work (delivering & installing) <p>Less ideally we could meet with someone who can store and deliver our saunas for their set fee, without having to buy the saunas themselves (this will be in the far future as we do not have the equity to build enough saunas to ship out of province at an economical rate without making the sale first).</p> <p>Benefits to Arc Saunas:</p> <ul style="list-style-type: none"> - customer reach <p>Benefits to Partner</p> <ul style="list-style-type: none"> - warehouse income - work (delivering & installing) <p>We would also love to meet with the owners and developers / designers / architects of new spas, hotels, and resorts who would be interested in purchasing multiple saunas for their new units and are looking for the most luxurious and highest quality products on the market.</p> <p>-</p> <p>Timber framers / niche home builders with the same clientele, staff and skills, and warehouse / storefront to show, deliver and install our product and deal with potential warranty calls.</p>
<p>Seeking representation in-market?</p>	<p>Some sort of partnership, ideally we would like to meet with someone who can buy 10 - 20+ saunas at a time (at a discounted rate), owns their own shipping & transportation company, with a large warehouse / yard to store the saunas, and is able to ship and crane the saunas into place within their area.</p>
<p>Export markets within Canada</p>	<p>Unofficial but have potential sales in Labrador, Nova Scotia and PEI</p>
<p>Are you currently doing business in the USA? Where, how, with whom.</p>	<ul style="list-style-type: none"> - No
<p>Particular businesses of interest are:</p>	<ul style="list-style-type: none"> - Educational opportunities – how to sell/store and deliver in market - Warehouses/Someone to buy 10-20 saunas, store product, be a distributor, ship it to clients and install it

	<ul style="list-style-type: none"> - Companies that also sell heavy and hard to transport products to learn about their distribution (slipfence) - logistics companies to determine landed costs:
Embassies/Consulates. Trade Office of interest are:	<ul style="list-style-type: none"> - Netherlands - Belgium
Particular that we DO NOT want to meet at are:	<ul style="list-style-type: none"> - Drop ship B2B (we do not have the equity to hold onto the inventory and then ship one offs to independent clients outside of the Atlantic provinces) - Clients who can only purchase 1 sauna outside of the Atlantic provinces - Developers looking for the cheapest option
Business Organization Membership	
Intake Meeting Notes	