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## Native Trails Combines Artisan Craftsmanship with Natural, Sustainable Materials to Create Luxury Kitchen and Bath Furniture and Accessories

*Native Trails’ award-winning sinks, tubs, furniture and other handcrafted products are made by hand using recycled materials – beauty and function combine in the home*

**SAN LUIS OBISPO, Calif. (Feb. 17, 2015)** – [Native Trails](#), the eco-chic California company known the world over for its luxury kitchen and bath products, combines artisan traditions with innovative designs to create high quality, functional art. The nearly two-decades-old company works with artisans from around the world who contribute unique skills to manufacture a diverse range of kitchen and bath sinks, tubs, tables and range hoods. The company also produces home décor items which serve as ideal gifts and coordinating accents. In addition to products made from natural materials, including both reclaimed and sustainable wood as well as NativeStone™, Native Trails is best known for its iconic copper basins. These basins effectively established hand-hammered copper as a mainstay material for luxury kitchens and baths.

Based in San Luis Obispo, Native Trails has evolved due in large part to its chief visionary, founder and CEO, Naomi Neilson Howard, who founded the company in 1996. Using her passion for artisan tradition, sustainability and fair trade practices, she brought the work of undiscovered artisans from central Mexico first to central California and then to living spaces throughout North America. Combining the artisans' age-old traditions with contemporary design and sustainable materials, Naomi broke new ground with Native Trails’ copper sinks. These helped



*Native Trails Cuzco Collection*

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introduce copper as a luxury material for the kitchen and bath. A video on the coppersmithing process is available [here](#).



*Native Trails Founder and CEO,  
 Naomi Neilson Howard*

Native Trails is based on a shared prosperity model which provides value to consumers and helps everyone thrive – from the hundreds of skilled artisans who craft the products to the more than 1,300 showrooms that sell them. These craftsmen, residing in countries like Vietnam, Mexico and the United States, preserve their native traditions while fostering a positive impact that resonates throughout their communities.

“I’ve always found excitement in discovering talented artisans and helping them channel their traditions and unique skills into the creation of beautiful and functional designs,” said Howard. “Beyond inspired artisan design and a sustainable soul, what really bonds our diverse product line is a warm, earthy aesthetic and the inherently tactile nature of our products which beg to be

touched. From the dimples in our hand-hammered copper or the ingrained texture of our reclaimed wood to the silky feel of our NativeStone concrete sinks, we're proud to offer customers what they want – unique home furnishings that no one else has. Our effort highlighting these works gives artisan families a greater opportunity to pass their legacy down through future generations.”

Native Trails is recognized for its customization capabilities, creating made-to-order copper sinks, tubs, range hoods and countertops. In addition, the company fosters a socially and environmentally responsible culture in part with its use of natural materials. For example:

- Copper products are made from 100 percent recycled copper,
- NativeStone is a concrete material combining cement with natural jute fiber that weighs 40 percent less than standard concrete, and
- Wood products are made from repurposed barn wood, rapidly renewable bamboo and reclaimed wine staves and barrels from local wineries.



[Watch](#) a Native Trails craftsman create the Vintner's Collection, which reincarnates oak barrels and staves into beautifully functional furniture and mirrors with a unique history. #

Native Trails' sustainably made products—recognized with numerous GREEN GOOD DESIGN awards—also earn points toward LEED certification, a recognized standard for measuring building sustainability in the United States and countries around the world.

One of Native Trails' primary business goals is to make a positive impact on the global community. This is not only achieved by collaborating with global artisans, but also by encouraging employees to participate actively with local nonprofits through the company's Community Trails initiative. Employees can opt to volunteer on company time or raise and donate funds (matched dollar for dollar) to any of several charities. In 2013, Native Trails unveiled its program that donates 20 percent of proceeds from each sale of select lifestyle items to [CASA for Children](#), a nationwide non-profit organization that helps abused and neglected children.

“Caring for our environment is part of Native Trails' DNA – and that includes caring for our employees, as well,” said Howard. “Fostering an atmosphere that encourages them to get involved in our community in a broader sense is just part and parcel of our company philosophy.”

## **2015 NEW PRODUCTS**

### **Copper Trough Collection**

The Copper Trough Collection is hand made by world-renowned coppersmiths residing in a small Mexican village. Hand hammered thousands of times over several days, the sinks retain the hallmarks of their artisan craftsmanship in a modern aesthetic. The 48” width double sink is particularly suitable to larger master baths and commercial spaces. All sizes are available in an Antique or Brushed Nickel finish and are forged to be used as either a drop-in or undermount basin.



# Native Trails Copper Trough Collection #

## Cuzco Collection

The Cuzco Collection, built by artisans in Vietnam, includes vanities, a linen tower and complementary mirrors. The vanities and linen towers are handcrafted of steel with insets in multiple finishes, including Antique or Brushed Nickel hammered copper, and – new for 2015 – Carrara marble.



## NativeStone™ Collection

Constructed using an innovative mixture of jute fiber and cement, Native Trails' NativeStone™ sinks weigh approximately 40 percent less than sinks made using standard concrete.

## Lifestyle Products

Introduced in 2013, Native Trails' Lifestyle product line is a curated group of home accessories including vases, kitchen accessories, bath accessories and even ornaments made with the same handcrafted care as the company's kitchen and bath furniture. These home and office décor collections have grown over the past year to include copper jewelry boxes and ornaments, hand-painted tile décor and a line of lazy Susans created from acacia wood, bamboo and copper. These gift items bring an artisan-crafted aesthetic to any room. The entire collection can be viewed at [www.nativetrails.net/lifestyle](http://www.nativetrails.net/lifestyle).

To view this and other Native Trails collections, please visit [www.nativetrails.net](http://www.nativetrails.net).

## About Native Trails

[Native Trails](http://www.nativetrails.net) is the premier source for luxury functional art in the kitchen, bath and home. Offering inspired design, Native Trails is best known for hand-hammered, recycled copper sinks and bathtubs. Its artisan-made product lines have grown to include groundbreaking NativeStone™ concrete sinks, vanities made of reclaimed and FSC-certified woods, range hoods, furniture and a range of home lifestyle products.



Headquartered in San Luis Obispo, Calif., Native Trails was founded in 1996 by chief visionary, founder and CEO Naomi Neilson Howard. The company ships its award-winning, sustainable products to more than 1,300 showrooms across the U.S. and Canada, while its global website ([www.nativetrails.net](http://www.nativetrails.net)) offers sales beyond North America.

For further information, contact Native Trails at (800) 786-0862 or the company on [Twitter](https://twitter.com/nativetrails), [Facebook](https://www.facebook.com/nativetrails), [Pinterest](https://www.pinterest.com/nativetrails) and [Houzz](http://houzz.com).

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