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Native Trails Hires Patrick Willoughby as Product Development and Quality Manager

SAN LUIS OBISPO, CALIF. (Sept. 1, 2017) – [Native Trails](#) has named Patrick Willoughby as Product Development and Quality Manager at its headquarters in San Luis Obispo, Calif. In this new role, Patrick will oversee production planning and execution throughout the entire product lifecycle.

As a key component of this position, Patrick will focus on optimizing the manufacture of new and existing products. His will ensure all products support Native Trails' overall sales, quality and delivery goals. He will also work closely with Native Trails' artisans and manufacturers on existing product lines, in addition to helping develop new products and processes.

"We are excited to welcome Patrick to the team," says Naomi Neilson Howard, founder and CEO of Native Trails. "His experience and skill set around modern and scalable product development methods will allow us to capitalize on the strength of the Native Trails' brand as we continue to innovate and grow in the decorative plumbing industry."

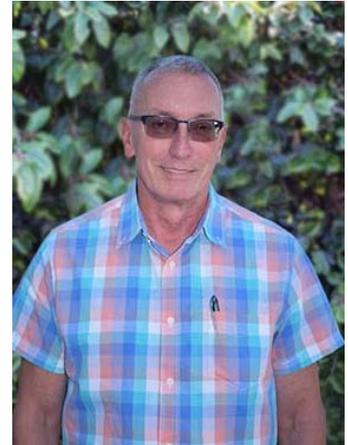
Patrick comes to Native Trails with more than 20 years of quality engineering and management experience. He's held similar positions at Honeywell/Allied-Signal Aerospace, Black & Decker, Veridium, and most recently Sanders Composites in San Diego. Patrick has a bachelor of science degree in Industrial Technology from Southern Illinois University.

"I greatly admire Native Trails' philosophy of working with local artisans using sustainable materials," said Patrick. "I look forward to enhancing the company's existing development process to minimize time to market while maximizing product quality and performance."

About Native Trails

[Native Trails](#) 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 also include groundbreaking NativeStone® concrete sinks, vanities, and furniture made of reclaimed and FSC-certified woods, and a range of home décor products.

Headquartered in San Luis Obispo, Calif., the company ships its award-winning, sustainable products to more than 1,300 luxury kitchen and bath showrooms and authorized e-commerce sites across North America. Its website, www.nativetrails.net, offers sales beyond North America.



Patrick Willoughby,
Product Development & Quality
Manager, Native Trails

For further information, contact Native Trails at (800) 786-0862 or visit the company on [Facebook](#), [Instagram](#), [Twitter](#), [Pinterest](#) and [Houzz](#).

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