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## Native Trails Debuts NativeStone® Bathtubs

*Available in showrooms June 1, Avalon concrete tubs offer lighter weight, one-of-a-kind coloration, and extraordinary stain, scratch and crack resistance.*

**SAN LUIS OBISPO, CALIF. (Jan. 1, 2016)** – [Native Trails](#), the eco-chic company renowned for its luxurious artisan-made kitchen, bath and lifestyle products, has announced the arrival of its sleek new artisan-crafted NativeStone® bathtub, **Avalon**, available in two sizes, 62-inch and 72-inch.

“Avalon is the perfect complement to the blissful bath retreat today’s homeowners and remodeling experts are looking for,” said Naomi Neilson Howard, founder and CEO of Native Trails. “We designed it as a freestanding bathtub, making Avalon the focal point of the space with an instant ‘wow’ factor.”



With its oval shape and deep interior, this impressive NativeStone bath tub provides not only beauty but optimum comfort. Its thick walls provide insulation to ensure that a hot, deep, relaxing soak will last and last. Avalon is handcrafted of a breakthrough combination of natural jute fiber and cement known as NativeStone, making the tub much lighter than expected.

Artisans hand form, polish, finish, and seal each individual tub, using contemporary craft techniques. Each tub takes several days to perfect.

Avalon 62 is priced at \$7,495 and available in Ash, Slate and Pearl finishes. (Dimensions: OD 62” x 36” x 21” | IN 57” x 31” x 19”). Available in showrooms June 1, 2016.

Avalon 72 is priced at \$8,795 and available in Ash, Slate and Pearl finishes. (Dimensions: OD 72” x 36” x 23” | IN 66” x 30” x 21”) Available in showrooms June 1, 2016.

Native Trails’ [NativeStone](#) is made from an innovative mixture of jute fiber and cement. NativeStone weighs approximately 40 percent less than standard concrete. Its exclusive nanosealer renders it highly stain resistant, which homeowners have identified as a huge advantage. The available finishes are perfect for today’s designers, with ash and slate in the



warmer grey family, while pearl features a lighter hue that answers the call for a more traditional white tone.



“Concrete is incredibly on trend; it’s also one of the least energy intensive materials one can specify in a bathroom design,” said Neilson Howard. “Still, some types of concrete are made to have less of an environmental impact than others. With our NativeStone line, we replaced part of the cement in the mixture with renewable jute. One-hundred percent biodegradable and recyclable, jute that is harvested near the concrete production point also helps to support local communities.”

Neilson Howard continued, “It minimizes transportation emissions, which are further reduced by the fact that this type of concrete is 40 percent lighter than traditional concrete, making it ideal for sinks, countertops and bath tubs.”

To learn more about Native Trails and its latest NativeStone additions for the bath, please visit <http://www.nativetrails.net/nativestone/>.

#### **About Native Trails**

[Native Trails](http://www.nativetrails.net), now celebrating its 20<sup>th</sup> anniversary, 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 decor products.

Headquartered in San Luis Obispo, Calif., Naomi Neilson Howard founded Native Trails in 1996 and serves as the company’s chief visionary and CEO. The company ships its award-winning, sustainable products to more than 1,300 showrooms across the U.S. and Canada, while its global website ([NativeTrails.net](http://www.nativetrails.net)) offers sales beyond North America. Select pieces have also been featured in several television series, including the last two seasons of the popular HGTV and W Network show, Property Brothers.

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

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