



**Media Contact:**  
Beth Fillerup  
800.786.0862  
beth@nativetrails.net

**FOR IMMEDIATE RELEASE**

July 21, 2014

**NATIVE TRAILS' FARMHOUSE KITCHEN SINKS DEMONSTRATE THE UNCOMPROMISING CRAFTSMANSHIP OF HAMMERED COPPER**

*Sustainable Brand's New Farmhouse Series Taps into Hand-Hammered Copper's Particular Beauty with Beloved Line of Apron-Front Basins*

**SAN LUIS OBISPO, CALIFORNIA** – Native Trails, known the world over for its sumptuous, artisan-made kitchen and bath products, epitomizes perfection in workmanship and design with its newly created Farmhouse Series of hand-hammered copper kitchen basins. Forged from premium 16-gauge recycled copper, the Farmhouse Series includes five basins and is characterized by a comfortable apron-front farm design, roomy capacity, and the distinctive texture of hammered copper on full display. The Farmhouse Series exemplifies Native Trails' respect for the past as well as its fresh and relevant take on the kitchen space today.

Since its establishment 18 years ago, Native Trails has hammered into each of its iconic sinks and bathtubs its mission to introduce to the world inspiring products made by top artisans using recycled, reclaimed, or green-certified materials. Native Trails crafted its first copper farmhouse sink a decade ago and has added new sizes and options over the years—just recently debuting the Farmhouse 30 and officially naming its very popular and ever-evolving farmhouse sink line “the Farmhouse Series.” Offered as a single or double basin, these sinks range from a 25-inch size ideal for use as a prep sink to a 40-inch size that establishes an instant focal point in the kitchen.



***L to R: Farmhouse 25 in Antique, new Farmhouse 30 in Brushed Nickel, and Farmhouse Duet Pro in Antique***

The Farmhouse Series sinks are achieved using age-old techniques and tools handed down through the generations. Starting with salvaged electrical wire and copper tubing that is melted down and rolled into sheets, Native Trails artisans employ many thousands of hammer strikes to bring out the best from the material over several days. No two finished basins are alike.

“These are durable sinks, not only in their construction but in their ability to transcend trends,” says Native Trails Founder and CEO Naomi Neilson Howard. “The design is honest, and for as much longevity and function as our farmhouse sinks offer, they are also just tremendously

**-more-**

beautiful. We wanted to pay homage to their popularity by creating the Farmhouse Series.”

The sinks are available in two finishes—Antique and Brushed Nickel—to suit the varied desires and discerning tastes of its customers. Antique finished basins celebrate copper in its purest form; its owners enjoy a beauty that is only enhanced with time and use, as the patina of this living, breathing material continually evolves. Hammered copper’s naturally dimensional color complements a range of cabinet and countertop styles and plays well with other metals. Meanwhile, Brushed Nickel—fast becoming Native Trails’ most popular finish—is achieved by plating nickel over copper, followed by meticulous hand brushing. Adding elegance and light to the kitchen, this versatile finish can be paired with ultra-contemporary fixtures and furnishings as well as old-world and turn-of-the-century pieces.

The Native Trails Farmhouse Series sinks are showstoppers. Handcrafted and highly detailed, these one-of-a-kind works of art are designed for generations of use. See more product images and find out more about the Farmhouse Series at <http://www.nativetrails.net/farmhouse-series/>.

### **About Native Trails**

Native Trails is a top designer and maker of functional, sustainable art for the kitchen and bath—most notably hand-forged, hand-hammered recycled copper sinks, bathtubs, and accessories. Nestled in idyllic San Luis Obispo on California’s Central Coast, the company was founded nearly 20 years ago by chief visionary Naomi Neilson Howard, whose overarching dream was to bring to the world the work of top artisans she’d met during her travels. Offering much more than product, Native Trails provides impeccable service and soul, bringing an artistic human element to the home. Native Trails’ coveted products can be found in the fine homes of a discerning international clientele and in the pages of Elle Décor, Architectural Digest, and more. It’s a sustainably made product line that has grown to include NativeStone™ concrete sinks, bath vanities made of reclaimed and FSC certified woods, mirrors, range hoods, and luxury lifestyle products. Today Native Trails ships its award-winning product to more than 1,300 showrooms across the U.S. and Canada, while a new global website allows direct sales to countries around the globe. For more information, contact Native Trails at 800.786.0862 or visit [www.nativetrails.net](http://www.nativetrails.net). You may also follow Native Trails on [Facebook](#), [Twitter](#), [Pinterest](#), and [Houzz](#).

### **About Native Trails CEO Naomi Neilson Howard**

The Native Trails story is in large part the story of its CEO, Naomi Neilson Howard. Howard founded Native Trails in 1996 and is best known for breaking new ground by introducing copper as a mainstay material for luxury kitchens and baths. She gathered the seeds for Native Trails as a college student at Cal Poly, located in San Luis Obispo, California, where Native Trails is headquartered. Stunned by the untapped talent of artisans she met during travels to Mexico and Morocco, she became fascinated with the prospect of bringing art home from far-flung lesser-known locales so that others might experience it. In time, Native Trails became what it is today. Copper bowls gave way to copper sinks and soaking tubs, and the company evolved from a source for unique folk art into a source for fine kitchen and bath products with a story and a purpose. Howard is as inspired today as she ever was by the people and the age-old traditions she discovers along her native trails in small villages and towns in Mexico, China, Vietnam, and even around her Central California home. A tireless creative force, she continues to embrace new materials and seek out brilliant new artisans, sparking a continual product evolution that fuels her thriving international business.

##