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NATIVE TRAILS WINS PRESTIGIOUS GREEN GOOD DESIGN AWARD 2013

Native Trails Sustainable Bordeaux Wall Mount Wins Worldwide Acclaim

SAN LUIS OBISPO, CA – Native Trails, known for creating beautiful, sustainable products for the kitchen and bath as well as lifestyle products for the home, was bestowed the honor of receiving this year's GREEN GOOD DESIGN award for their Bordeaux Wall Mount. Presented by The Chicago Athenaeum Museum of Architecture and Design and The European Centre for Architecture Art Design and Urban Studies, the GREEN GOOD DESIGN Awards are an extension of the GOOD DESIGN™ Awards. The GOOD DESIGN™ Awards were founded in Chicago in 1950 by renowned architects, holding much clout in searching for the most innovative in product design and graphic design. The GREEN GOOD DESIGN Awards follows suit by focusing on practices, products and architecture that are environmentally sound yet also cutting-edge.

“Finding such an unexpected new “life” for these salvaged wine barrels has made Bordeaux Wall Mount one of our most enjoyable products to create and launch,” said Naomi Neilson Howard, founder and CEO of Native Trails. “People’s faces just light up when they see it, and that in itself is rewarding. To be recognized by one of the most prominent award programs in the world is icing on the cake.”



Bordeaux Wall Mount

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The GREEN GOOD DESIGN Awards category for Innovative Green Products honors companies that promote greater sustainability practices by saving energy and using recycled material that are used in households or for business applications. The Bordeaux Wall Mount is made from oak wine barrels that have outlived their original five year lifespan, giving this high quality wood a second life, diverting it from landfills and eliminating the need to utilize standard milled lumber. American artisans disassemble the barrel, cut it down to ideal size, reassemble the slats and then wire brush the oak to remove residuals from the winemaking process.

Native Trails makes handmade products that are made from recycled copper, bamboo, reclaimed wood and wine staves to create one-of-a-kind pieces that can be cherished for many years. The company promotes artisans who use traditional methods to make their products and adheres to an eco-conscious philosophy. To learn more about Native Trails, contact Mariakay at mariakay@drsandassociates.com.

About Native Trails

Native Trails, a privately owned business based in San Luis Obispo, California, has produced high quality, artisan crafted kitchen and bath fixtures and home décor for over 16 years. Naomi Neilson Howard, Native Trails founder and CEO, established the company to pair the stunning copper craftsmanship she discovered in her travels through Mexico with contemporary design and sustainable business practices. The company's artisan creations are showcased in more than 1,300 showrooms in the U.S. and Canada. Native Trails is a favorite destination for not only consumers, but also designers and architects, based on several points of differentiation: category-defining designs, high product quality, use of recycled and sustainable materials, and excellent customer service. For more information, contact Native Trails at 800-786-0862 or visit www.nativetrails.net.

About GREEN GOOD DESIGN Awards

Founded in Chicago in 1950 by architects Eero Saarinen, Charles and Ray Eames, and Edgar Kaufmann, Jr. GOOD DESIGN bestows international recognition upon the world's most prominent designers and manufacturers for advancing new, visionary, and innovative product concepts, invention and originality, and for stretching the envelope beyond what is considered ordinary product and consumer design. The 2013 GREEN GOOD DESIGN Award winners will be listed on the European Centre for Architecture Art Design and Urban Studies website www.europeanarch.eu. The Mission of The European Centre is to improve all aspects of the human and urban experience by promoting greater public awareness and the broader appreciation and importance of architecture, design, art, and urban planning. The European Centre partners and collaborates with other European museums, cultural institutions, and professional associations and societies on joint programs and exhibitions, often times sending traveling exhibitions to those venues and hosting the same for a cross-European cultural experience. Some of the sponsors of the European Centre for Architecture Art Design and Urban Studies, include large companies such as BMW, American Airlines and Electrolux.

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