



NATIVE TRAILS EARNS B CORPORATION CERTIFICATION

Balancing Business Purpose and Profit, the Artisan-Crafted Kitchen & Bath Brand is Recognized for Meeting the Highest Standards of Verified Social and Environmental Performance, Transparency, and Accountability

San Luis Obispo, CA (February 2019) -- [Native Trails](#), a premier artisan-crafted kitchen and bathroom brand that makes a grand visual impression with a small ecological footprint, is proud to announce its commitment to using business as a force for the greater good, with the announcement of its recent B Corporation Certification.

Held to the highest standards of verified social and environmental performance, public transparency, and legal accountability, B Corp brands are accelerating a global cultural shift to redefine success in business and build a more inclusive and sustainable economy. Working toward reducing inequality, lowering levels of poverty, creating a healthier environment, building stronger communities, and creating more high-quality jobs with dignity and purpose are just a few of the achievements and ongoing goals of the corporations involved.

"I founded Native Trails with the dream of making a difference in the lives of artisans and promoting the continuation of their invaluable – often at risk – traditions. My plan was to do so while leaving a positive impact on the environment and everyone involved in this endeavor. It is truly an honor to be formally recognized for these efforts," said Naomi Neilson, Founder and CEO of Native Trails. "We have worked relentlessly to create the change we hope to see in the world. I look forward to growing our role in driving a global movement of using business as a force for positive impact. There is so much more good work to be done, and all of us at Native Trails are beyond excited about what is still to come."

The only certification that measures a company's entire social and environmental performance, B Corp surveys everything from supply chain and input materials to charitable giving and employee benefits, confirming the brand is hitting the highest standards of verified performance. Additional information on B Corporation Certification can be found at <https://bcorporation.net/>.

About Native Trails

Founded in 1996 by Naomi Neilson, Native Trails was built on the foundation of Naomi's passion for artisan tradition, sustainability, and fair trade practices to bring the work of undiscovered artisans from central Mexico first to living spaces throughout North America. Combining age-old artisan traditions with contemporary design and sustainable materials, Naomi broke new ground with Native Trails' iconic,

hand-hammered recycled copper sinks and helped to introduce copper as a mainstay material for the kitchen and bath. Under Naomi's effervescent leadership, Native Trails has expanded far beyond copper sinks; its artisan-made product lines have grown to include its groundbreaking NativeStone® concrete sinks and bathtubs, vanities made of reclaimed wood, and a range of home decor products. Today, Native Trails leads the industry in handcrafted, sustainable products for kitchen and bath design, sold in over 1,300 showrooms throughout the United States and Canada.

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