



## NATIVE TRAILS LAUNCHES NEW ECO-FRIENDLY CONCRETE TUB

### *Introducing the Mendocino Freestanding Bathtub Crafted from Sustainably Produced NativeStone® Concrete*

San Luis Obispo, CA (January 2020) -- [Native Trails](#), a premier artisan-crafted kitchen and bathroom brand that makes a grand visual impression with a small ecological footprint, is pleased to announce the Mendocino Freestanding Bathtub, crafted from their groundbreaking NativeStone® concrete. A masterful blend of contemporary innovation with rustic sensibilities characterizes the impressive new Mendocino NativeStone® Freestanding Tub, available in Ash, Slate, Pearl, and Earth finishes. Its slanted sides and deep interior make it a captivating presence in any bathroom.

“Every product that we launch embodies our core value of bridging cultures,” said Naomi Neilson, Founder and CEO of Native Trails. “We work with highly skilled artisans to create our NativeStone® Collection, and it is our pleasure to launch a new tub that will bring their craft to hospitality and residential environments all over North America.”



*Mendocino NativeStone® Freestanding Bathtub in Ash and Earth*

The tub’s thick walls provide insulation to ensure that a hot, deep, relaxing soak will last and last. Using a sustainable blend of natural jute fiber and cement that showcases its organic beauty and luxurious silky-smooth texture, this eco-friendly concrete tub is exceptional in its lighter weight, one-of-a-kind coloration, and extraordinary stain, scratch, and crack resistance.

#### **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 central California and then on to living spaces throughout North America. Combining the artisans' age-old 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 groundbreaking NativeStone® concrete sinks and baths, vanities made of reclaimed wood, furniture, a range of home decor products, and now hand-spun Italian glass sinks. Today, Native Trails leads the industry in artisan crafted, sustainable products for kitchen and bath design; artisan-crafted sinks, tubs, and bathroom vanities are sold in over 1,300 showrooms throughout the United States and Canada. As a Certified B Corporation, Native Trails is proud to join others to use business as a force for good. Additional information about the brand and products can be found at [www.nativetrailshome.com](http://www.nativetrailshome.com).

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