



## NATIVE TRAILS LAUNCHES MURANO GLASS SINK COLLECTION

### *New Sink Collection Combines Age-Old Artisan Tradition with Contemporary Design and Function*

San Luis Obispo, CA (January 2020) -- [Native Trails](#), a leading manufacturer of eco-friendly, artisan-crafted kitchen and bath products, recently launched the Murano Collection, an exquisite line of glass vessel sinks crafted by Italian artisans. Long revered as some of the finest in the world, Murano glass is a new material for Native Trails and exemplifies the brand's commitment to championing age-old artisan traditions by creating products for the modern world.

"Preserving time-honored artisan traditions is a value that we as a company hold dear," said Naomi Neilson, Founder, and CEO of Native Trails. "The island of Murano, just off the coast of Venice, Italy, renowned worldwide as the center of glassmaking since the 13<sup>th</sup> century, is famous for its celebrated artisan glass producers, each with their own family traditions."

The colors and patterns of the Murano Collection are created in the molding and spinning process, and each glass vessel sink is expertly hand-formed, giving each piece its own personality as an irreplaceable work of functional art. The Murano Collection consists of five design series – Beachcomber, Abyss, Bianco, Shoreline, and Abalone – each comprised of multiple sink styles, though every sink in the collection is unique.



*(Left to Right: Amalfi in Bianco, Positano in Abalone, Sorrento in Beachcomber)*

True to Native Trails' mission of making a grand visual impression with a small ecological footprint, the Murano Collection is inherently sustainable in that the glass is fully recyclable and can be used over and over again to create new glass items. Also, it takes up to 50% less energy to produce these glass sinks than for porcelain and other common sink materials, thus reducing its comparative carbon footprint.

### **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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