



**FOR IMMEDIATE RELEASE**

## **NATIVE TRAILS EXPANDS NATIVESTONE® LINE WITH NEW CHARCOAL FINISH**

*Rich Black Finish Brings Quiet Drama to Sustainable NativeStone® Concrete Collection*

**San Luis Obispo, CA (May 2021)** — **Native Trails**, a premier artisan-crafted, eco-conscious kitchen and bathroom brand now in its 25th year, has expanded its sustainable NativeStone® sink and tub offerings to include a new, luxurious Charcoal finish that will be available for order through nearly 1,300 showrooms across North America in July 2021.

“Our NativeStone Collection embodies our core values of sustainability and bridging cultures,” said Naomi Neilson, Founder and CEO of Native Trails. “With its dramatic color, rich texture, and naturally industrial appeal, the new Charcoal finish is going to be a showstopper in any kitchen or bathroom.”

First introduced in 2014, NativeStone products are handcrafted by artisans in Vietnam using a breakthrough combination of natural jute fiber and cement. By adding jute – a natural, renewable vegetable fiber – to the proprietary blend, Native Trails reinvented concrete. Offered in Pearl, Ash, Slate, Earth and now Charcoal, NativeStone products are 40 percent lighter, much stronger, and far more sustainable than traditional concrete products. They generate less waste, require less energy, are easier to install, and are less expensive to ship than traditional concrete.



[Farmhouse 3018 in Charcoal](#) | [Morro in Charcoal](#) | [Nipomo in Charcoal](#)

Each NativeStone sink and tub is sealed using [NativeStone Shield™](#), which penetrates the concrete on a molecular level to create a protective yet integrated barrier against stains and scratching. The sealer is hand applied in a multi-step process, creating an impenetrable barrier that is scratch resistant and impervious to water, oils, acids, and food. The final two coats enhance the natural beauty of the concrete blend while adding even more strength and durability.

Native Trails has made an Eco-Social Positive commitment to only make and sell products that have a positive influence in the world, both socially, and environmentally. Like all of Native Trails products, the NativeStone Collection includes one-of-a-kind statement pieces for the home, crafted by genuine artisans, made from sustainable materials, and distributed by a company that is committed to using business as a force for good.

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#### **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 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 pioneering guidance, Native Trails has expanded far beyond copper sinks; its artisan-made product lines have grown to include groundbreaking NativeStone® concrete sinks and bathtubs, bath vanities made of reclaimed wood and metals, a range of home decor products, Italian spun-glass sinks, and now Italian-made fireclay sinks coated with genuine precious metal glazes. Today, Native Trails leads the industry in artisan crafted, sustainable products for kitchen and bath design; their handmade 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 in using business as a force for good. Additional information about the brand and products can be found at [www.nativetrailshome.com](http://www.nativetrailshome.com).

#### **Media Contact:**

UpSpring PR  
Allie Bueche, Associate Communications Director  
allie@upspringpr.com  
(646) 722-8146