



NATIVE TRAILS CELEBRATES 25 YEARS WITH THE LAUNCH OF THE PRECIOUS METALS COLLECTION

Italian-Crafted Fireclay Kitchen and Bath Sinks Feature Genuine Precious Metal Glazes

San Luis Obispo, CA (April 2021) – [Native Trails](#), a premier artisan-crafted kitchen and bathroom brand that makes a grand visual impression along with a positive social impact, is excited to announce the launch of Precious Metals, a new Italian-made fireclay sink collection, in celebration of the company’s 25th anniversary. Precious Metals includes sinks for the kitchen, bar, and bath, that are glazed in genuine 24k gold, platinum, and of course, silver, in honor of the company’s silver anniversary.

With exceptional clay soils, the Umbrian region of central Italy has a long history of ceramics going back to the Bronze Age. It also boasts a rich heritage of gold and silversmiths that used ancient methods to create beautiful metallic glazes over handmade pottery. To bring the Precious Metals collection to life, Native Trails worked with fireclay master craftspeople in central Italy to combine age-old artisan culture with modern techniques. Featuring radiant finishes that exude beauty and grandeur, the Precious Metals collection represents the finest aesthetic of luxury while paying homage to the past.

“The Precious Metals collection perfectly exemplifies how we have evolved, yet stayed true to our roots,” said Naomi Neilson, Founder and CEO of Native Trails. “Launched in celebration of our 25th anniversary, these handcrafted fireclay sinks embody our commitment to artisan tradition while incorporating authentic precious metal glazes for arguably our most luxurious collection to date.”



Amara in Platinum | Bliss in Gold and Matte White | Rendezvous in Gold



Reveler in Silver | Bliss in Platinum

The high-quality fireclay sinks are fired twice at temperatures reaching over 2200 degrees, then glazed by hand with genuine 24k gold, platinum and silver, and fired yet a third time. The sinks are then sealed through a proprietary process to ensure they uphold an incredibly fine aesthetic of luxury while also boasting an unparalleled durability for long lasting performance and beauty. The collection is made up of five beautiful designs: Rendezvous and Dreamer kitchen sinks, Reveler bar and prep sink, and Bliss and Amara bathroom sinks.

Like all of Native Trails products, the Precious Metals collection is available through over 1,300 showrooms throughout the United States and Canada. The full list of Native Trails product distributors can be accessed at <https://nativetrailshome.com/showrooms/>.

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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, hand-spun Italian 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.

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