



FOR IMMEDIATE RELEASE

NATIVE TRAILS EXPANDS MURANO COLLECTION WITH NEW SHAPE AND DESIGN STYLES

Where Age-Old Artisan Techniques Meet Contemporary Design and Function

San Luis Obispo, Calif. (April 2023) – [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 expansion of its coveted [Murano Collection](#). **Roma** is the newest glass vessel sink joining the existing five shapes — Amalfi, Lido, Positano, Sorrento, and Verona. The distinguished half-globe provides a deep bowl for cleansing and reduced splashing, while its terraced exterior is a dramatic departure from your basic bathroom sink. Roma, as well as Lido and Sorrento, are available in two new design series: **Marina**, where ribbons of blue and white hug each curve, and **Seaspray** with translucent white swirls on a clear basin, creating a stunning light effect.



Left to Right: Roma in Marina (\$1,198), Roma in Seaspray (\$1,198)

“Preserving time-honored artisan traditions will always be a core value to our brand,” said Naomi Neilson, Founder and CEO. “For this collection, we collaborated with Italian glass artisans to continue to bridge cultures and bring a sense of peace and connection in homes across North America. Roma and our two new, stunning design styles – Marina and Seaspray – will be a breathtaking addition to nearly any bathroom.”

For 1,500 years, Italian glass artisans have been working their furnaces to produce both useful and beautiful pieces that are seen around the world. Utilizing techniques handed down for centuries from Bronze Age glass makers through Egypt, the Romans, and on to Venice, the city of Murano has been the center for glassmaking in the modern world since the 13th century.



Left to Right: Sorrento in Seaspray (\$1,198), Lido in Marina (\$1,198)

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 seven design series — Beachcomber, Abyss, Bianco, Shoreline, Abalone, and newly introduced Marina and Seaspray — each composed of multiple sink styles, though every sink in the collection is unique.

Inherently sustainable, the glass Murano Collection takes up to 50% less energy to produce than porcelain and other common sink materials, thus reducing its comparative carbon footprint. Each sink is exceptionally stain resistant, certified to withstand point impact and thermal shock, and is UPC/cUPC compliant.

Like all Native Trails products, the Murano Collection is available in more than 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, Murano spun-glass sinks, Italian-made fireclay sinks coated with genuine precious metal glazes, and a new line of solid walnut bath vanities. 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 nativetrailshome.com.

Media Contact:

UpSpring

Katlyn Tolly

Senior Account Executive

T: 646.722.8146

E: katlyn@upspringpr.com