



Functional Art Meets Contemporary, Sustainable Design with Native Trails

Eco-Chic Kitchen and Bath Pioneers Bring Luxury to Green Living

How do you turn a zeal for art and culture into a socially sustainable and eco-conscious enterprise?

Naomi Neilson Howard, CEO/founder of Native Trails began her journey to do just that with a series of travels in the early 1990's to explore her familial roots in Michoacán, Mexico and where she discovered authentic folk art for export. This resulted in a love affair with the country's signature copper artistry and, soon after, a kitchen and bath business founded on sustainable products and practices.

Ahead of the curve from the onset, Native Trails was the pioneer of copper sinks in interior design- Howard helped write the copper basin standard for IAPMO and Native Trails' copper sinks were the first to be listed in the category. Today, Native Trails leads the way in eco-conscious principals for luxury living:

- The Native Trails philosophy was founded on Green consciousness, which remains at the core of Native Trails' business ethos now more than ever. At every step- from the creation of products, production, shipping and business practices- environmental impact is continually assessed and reduced for the smallest footprint possible.
- Native Trails uses high quality, 100% post-consumer recycled copper hand crafted by artisans in Mexico. This centuries-old process of these master craftsmen provides a reliable revenue stream to support the micro-economies of these communities.
- Local artisans near company headquarters in San Luis Obispo, CA handcraft Native Trails vanities. The Old World vanities are made of reclaimed wood from old barns. The 2011 *Vintner's Collection* of bath vanities and mirrors is locally made from salvaged winemaking materials such as wine-stained "oaking" staves and oak wine barrels. Other vanities are made of Forest Stewardship Council (FSC) certified wood.
- Native Trails is a member of U.S. Green Building Council. Native Trails' leadership team and staff are active members of local green organizations with efforts including sustainable building, homelessness and watershed enhancement.
- Native Trails practices what they preach: All in-house printing collateral is printed on post-consumer recycled paper. Employees are diligent on recycling and composting is mandatory in the Native Trails headquarters. Even office furniture and cubicles are made of recycled copper and reclaimed wood.

Native Trails leads the industry in artisan crafted, eco-conscious furnishing and fixtures for high-end kitchen and bath design. Rooted in the traditions of centuries-old artisan craftsmanship, Native Trails uses every opportunity to use recycled, reclaimed, or green certified materials to bring eclectic sophistication to luxury living. Native Trails is featured in over 1300 showrooms in the United States and Canada. For local availability, please visit www.nativetrails.net.

Native Trails, (805) 546-8544