



CALI[®] Surf Report

May 2023



Surf
4-6ft



Tide

Prepare to get Barreled. Check out our new engineered hardwood.



Ability Level

Ready to ride the new wave of wood.



Beach Access

Open and ready to work! Your rep is always here.



Local Vibe

Natural wood grains and light tones.



What to Bring

BYOB for the Barrel launch!

NEW!

Introducing Barrel

Ride the New Wave of Wood

Hitting the sweet spot of color, construction, and value, Barrel offers nine engineered hardwood plank options in light, natural tones and smooth grains. A 2mm beauty layer of white oak is stabilized by a sustainable acacia core for a stronger, more eco-friendly design.

What's In a Name?

The Barrel collection is named for both the wine barrel and the barrel of a wave, with color names that pay tribute to two distinct California cultures – wine valleys and surfing. It's the perfect blend of craftsmanship and coastal attitude.

- Planks are random length up to 74-13/16", 7-1/2" wide, and 1/2" thick
- Aluminum oxide finish for scratch protection and easy cleaning
- T&G milling for nail/glue-down or floated installs with a glue assist
- 50-year residential and 15-year commercial warranty



Cole's Fine Flooring

- San Diego, CA



Lauren and the CALI team share a love of dogs. Sophie and Styx often make appearances in the Coles showroom!

A Chat with Lauren Coles

1. How long have you been a CALI partner and why?

Coles has partnered with CALI since 2017.

We're an established, family-run company that values relationship-driven partnerships, right in line with CALI's philosophy.

Together, we've been able to build a great friendship as well as unique programs that fit Coles' business model.

2. What is one of your favorite wins that Coles and CALI have had together?

Our stock program features CALI Vinyl Builder's Choice, Longboards, and Legends. We're glad to promote a product category that offers competitive price tiers, differentiated specs, and plenty of color options – there's something for everyone!

3. What is your favorite CALI product and why?

CALI Hardwoods Meritage. I am a big fan of real wood and truly appreciate the natural variation and color that Meritage has to

offer. Mr. Steve Coles recently installed over 3,000 sqft of Knotty Barrel from the Meritage collection in his home!

4. What excites you about the future of our partnership?

I look forward to strengthening our relationship and expanding our product categories. I'm very excited to showcase the new Barrel hardwood collection and CALI Laminate.



CALI Wins: New Center is a Go!

The first CALI-owned distribution center in Summerville, SC has provided massive operational support. The 250,000 square foot facility hosts product sampling, customer service, and a logistics team.

The new DC also allows our team to greatly improve CALI's order fulfillment rate, enabling faster customer projects. We look forward to servicing you out of Summerville!



CALI Corner Display Deep Dive Hardwoods Barrel

Get ready to uncork some bottles! The stylish, space-efficient Barrel display is designed to be a conversation starter with a wine cask housing all nine colors.

This new collection serves as a value-option in the CALI Hardwoods line-up. All wood collections are styled and merchandised with a California wine country theme. This category includes Meritage and will soon welcome Whiskey & Wine. Stay tuned!

Call your rep for details!





Product Spotlight

CALI Hardwoods Meritage Collection, Chardonnay Oak

Blonde-taupe planks feature a white-washed grain, keeping rooms airy and filled with natural beauty. Premium European oak is cut and stained to highlight knots and rays, making every space unique.

The Meritage Collection infuses the old world beauty of European White Oak with California character, for reimagined hardwood that elevates the design palette.

“ My favorite CALI product is CALI Hardwoods Meritage. I am a big fan of real wood and truly appreciate the natural variation and color that Meritage has to offer.”

–Lauren Coles

