

# 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!