

CALI[®] Surf Report

June 2026

HANG LOOSE

Loose Lay Vinyl for New Construction and Commercial Projects

Hang Loose is CALI's premier loose lay collection, designed specifically for new builds, multifamily, and commercial installations. It's built to install fast over new concrete slabs while delivering upgraded specs that exceed typical loose lay flooring.

What sets it apart:

- Upgraded construction at 5mm thick with 22mil wear layer—heftier and more durable than standard loose lay
- Fiberglass core prevents cupping and ensures dimensional stability
- Premium EIR embossing where textures matches wood grains for authentic realism
- Full-spread glue application installs quickly on tight timelines
- Proven color palette featuring top shades from CALI's bestselling collections

"Loose lay vinyl is everywhere, but most of it looks like commercial flooring. We built Hang Loose with better specs and better colors. It's still built for speed and durability, but it actually looks like something you'd want in your home."

Doug Jackson, CALI CEO

*Now available in standard 7" x 48" planks
and oversized 9" x 60" Boardwalk format*



west rock oak



golden walk oak



Surf

5-7ft



Tide

Surfer-friendly



Ability Level

Made for
activity



Beach Access

Bonfires are
a go!



Local Vibe

Summer
attitudes



What to Bring

Waterproof
sunscreen

7 WATERPROOF FLOORING COLORS that Feel Like Summer All Year Round

Summer vibes shouldn't be seasonal. These waterproof flooring colors bring light, warm, effortless style to homes year-round—no matter the weather outside.



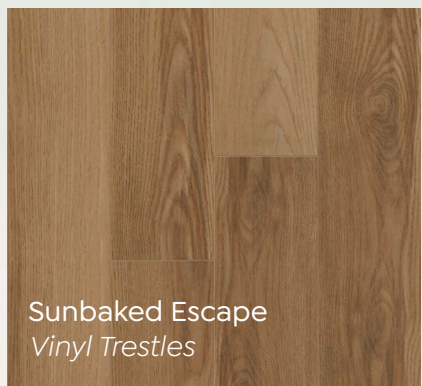
Soft Seaboard
Vinyl Longboards Icons



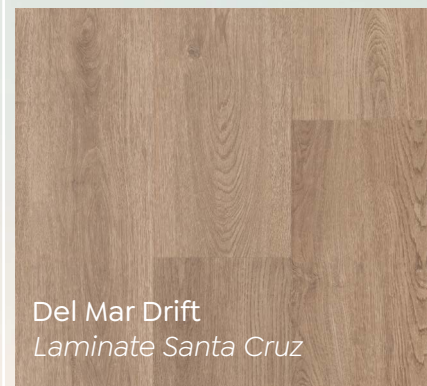
Santa Cruz Sand
Laminate Mavericks



Shore Thing
Vinyl Laguna



Sunbaked Escape
Vinyl Trestles



Del Mar Drift
Laminate Santa Cruz



Southern Salt
Laminate Pacifica



South Seas Oak
Vinyl High Tide



Partner of the Month

JDS Flooring

A Chat with Jay Allen



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

We are going on five years, maybe longer. The products, pricing and service have been tremendous! And the relationships with CALI from a personal point of view have been very good. We now work with Josh as our rep and our team loves him. Jim and I have developed a great working relationship during the transitions of reps, and he has been great to work with.

The products that we have used and worked with have been of very good quality and value. We are currently working on three large projects with various products.

As an FEI member for 22 years, we appreciate that CALI shows dedication to the FEI group.

2 Of the new collections CALI is introducing for 2026, what are you most excited for and why?

The 5mm product Hang Loose, and we look forward to seeing expanded colors and the larger Boardwalk format in 9"x60" planks.

3 What excites you about the future of our partnership?

JDS looks for partnerships that works with us and support us in the same way we hope to partner with you. CALI becoming an FEI member allows us to support our group.

4 What is one of your favorite wins that JDS and CALI have had together?

The Barrel hardwood collection! We have used it in multiple developments. Customers really love the look of these oak floors.



4 Common Customer FAQs about **WATERPROOF FLOORING**

1 WILL IT SWELL?

CALI Laminate is designed to resist swelling from moisture. As long as you follow the installation guidelines—proper subfloor prep, expansion gaps, and moisture barriers where needed—you won't have issues.

3 IS LAMINATE ACTUALLY WATERPROOF NOW?

Yes—modern luxury laminate has changed. CALI Laminate features a waterproof melamine top layer, watertight click-lock systems, and a low-swell core that resists moisture. It's not your grandparents' laminate. This is engineered to handle real-life moisture without the old problems.

2 WHAT HAPPENS WITH STANDING WATER?

Waterproof flooring is built to handle spills and moisture, but no floor should sit in standing water indefinitely. Wipe up puddles when you see them—just like you would with any floor.

4 WHAT IS THE WARRANTY LIKE?

CALI's warranties are some of the strongest in the industry and protect what matters most: your investment and peace of mind. CALI Laminate is guaranteed waterproof and scratchproof.

YOUR COMPLETE **CALI** PRODUCT GUIDE

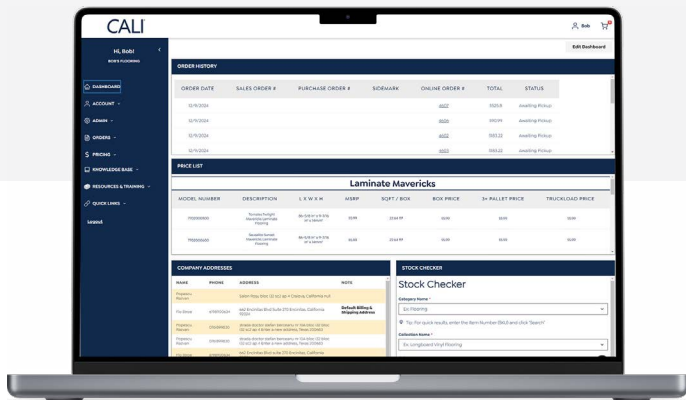
Need quick access to specs and collection features?

The CALI Product Guide gives you everything in one place for all our hardwood, vinyl, laminate, and bamboo.

Perfect for referencing during customer conversations, comparing collections, or finding the right product for any project.

[**OPEN THE GUIDE HERE!**](#)





Life Made Easier with the **CALI PARTNER PORTAL!**

CALI's Partner Portal is a self-service online platform designed to simplify your business with us. Everything you need is now all in one convenient place.

Watch the quick video tutorial
to see how it works!

Haven't entered the Portal yet?

Reach out to your CALI rep for an invitation to register today!



Order Samples

Find and request samples for your customers.



Track an Order

Know exactly where your shipments are



Check Stock

Real-time inventory updates at your fingertips



Pay Invoices

View and pay all of your invoices in one place



Place an Order

Simple and fast ordering anytime, anywhere



Download Pricelists

View or download and filter by product

Out with the old!

Click the link below to view the list of recently dropped flooring and decking SKUs. Be sure to remove any samples from your displays and connect with your CALI rep to check inventory or refresh your showroom with our newest colors.



[Click here to view list](#)

