CALI® Surf Report

November/December 2026

CALI HARDWOODS CELLAR

Premium A/B Grade European White Oak

Cellar is CALI's most refined hardwood. Every plank is true A/B grade European white oak, hand-selected for few to no knots, so the natural color and grain take center stage. The result is a clean, contemporary canvas, made for modern designs.



WHAT'S IN A NAME?

The Cellar display features a **riddling rack – an A-frame wood stand used in traditional champagne making**. Each day, bottles are turned slightly so sediment collects in the neck and can be removed, leaving a clearer, more refined champagne. Riddling is an extra step reserved for premium champagne, much like the extra care CALI takes in curating Cellar. In our case, the result is a clean, clear, higher-quality hardwood.

WHY CELLAR?

- **True A/B Grade Clarity:** A refined, consistent look from plank to plank
- **Oversized Planks:** Random lengths up to 82¾" and 8" widths make rooms feel open
- **Smooth Textures:** A matte finish and micro-beveled edges bring a clean, contemporary feel
- **Built to Last:** A 3mm sawn veneer and 7-coat aluminum oxide finish, backed by a 50-year residential and 15-year commercial warranty
- **Extend your Warranty:** Pair with qualifying Titebond adhesives and moisture barrier to add 10 years to the residential warranty



Surf
10-30ft!

Tide
High and mighty this year

Ability Level
Made for the pros

Beach Access
Watch out for the rip tides

Local Vibe
Ready for real weather

What to Bring
Your CALI beanie



Floors that Bring Us **Together**

This Thanksgiving, we're reminded that when customers shop for flooring, what they're actually envisioning are the spaces and occasions that bring their family together. Help them imagine it: ask where they gather most, then show how **hardwood's natural character and CALI's coastal-inspired colors** add warmth to that space. When they can picture their own memories on the floor, the right choice becomes clear.

Try asking: "Where does everyone end up when you have people over?"

From our team to yours, thank you for riding every wave with us this year.
Have a safe and happy Thanksgiving!

CALI QUALITY: The 35-Point Inspection

When customers ask what sets CALI apart, start with what happens before a single box reaches the warehouse. Quality isn't a one-time check – it's built in at every step.

✓ It Starts Before Production

Before a new collection goes into mass production, it must pass initial testing. Once it's approved, it goes through another round of due diligence testing before it can ship.

✓ Every Lot, Every Time

Each lot goes through a third-party 35-point inspection before it's cleared to ship. Inspectors check click, color, gloss, packaging, QR codes and more, so what arrives at the jobsite matches what customers saw in the showroom.

✓ Why it Matters

Some companies don't inspect product before it ships. Others check lots less often and less thoroughly. CALI inspects every single lot, resulting in a claim rate of less than 1%.

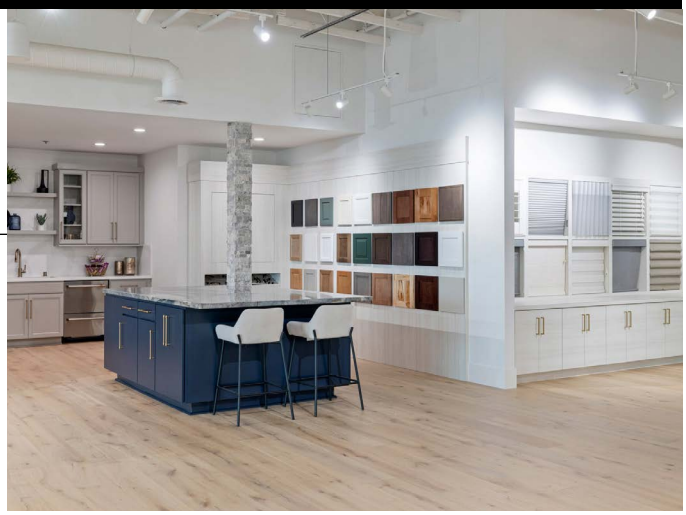
✓ Try Saying

"Every lot of CALI flooring is inspected by a third party on 35 points before it ships, so you know what you're getting."

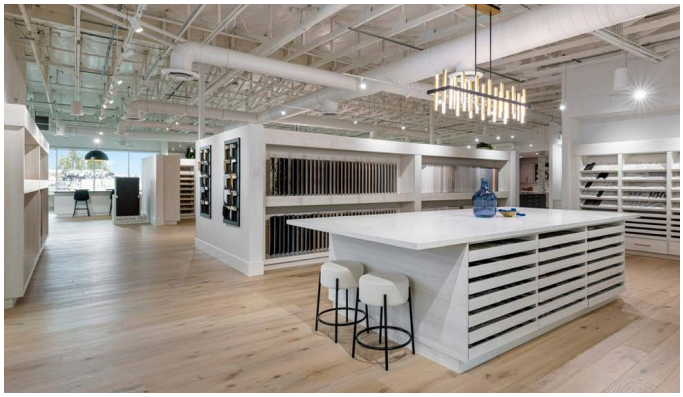
Partner of the Month

HomeSite Services

A Chat with Yolanda Arechiga



Founded in 2005, HomeSite Services provides residential, commercial, and retail interior designs, complete with quality flooring and cabinetry.



The team operates offices and design studios all across Northern and Southern California, offering shoppers expertise and world-class products.

1 **What do you feel sets CALI apart from other flooring brands?**
The combination of design, quality, and competitive pricing truly sets CALI apart. It gives Homesite's designers an opportunity to help buyers upgrade from LVP into wood at an attainable price point, without compromising the look they want to achieve.

2 **What is your favorite CALI product, and why?**
The Pacifica laminate collection. We're seeing renewed interest in laminate and wood as buyers look beyond LVP, and CALI's selection and pricing make those options attainable. CALI's design, colors, and quality are among the best in the market. We haven't seen a CALI look we don't like. The collections make it easy for our designers to find flooring that complements cabinetry and brings the overall home design together.

3 **Which 2026 collection are you most excited about?**
Reserve hardwood, especially for its price point and beautiful color palette.

4 **How important is flooring color to your customers?**
Flooring and cabinetry are among the most important selections. How they work together, especially in the kitchen, is essential to creating a cohesive home.



pacifica collection: surfwood

5 **How has the CALI team supported your business?**
The support we get from Julie, Ivy, and the CALI team means so much to us. She shows up, understands Homesite's needs, communicates stock updates, removes discontinued samples, and keeps our showroom assortment current. Ongoing product education is also key because it gives our designers the knowledge and confidence to recommend CALI. And the colors and product selection make it an easy recommendation.

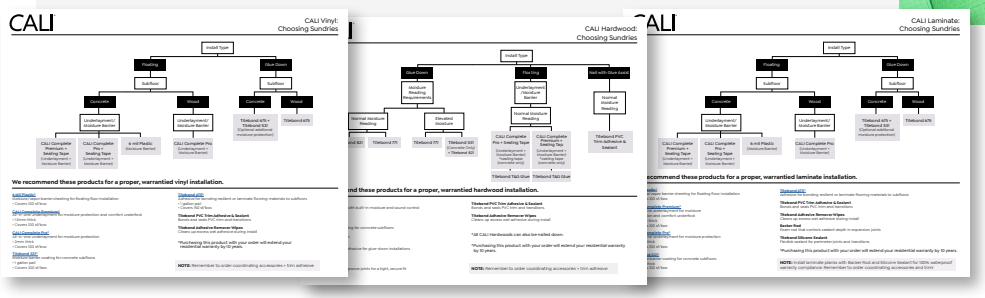
Even after four years, it feels like the partnership is just getting started. We've been focused on the Homesite West Coast division, but have our sights set on an East Coast expansion!

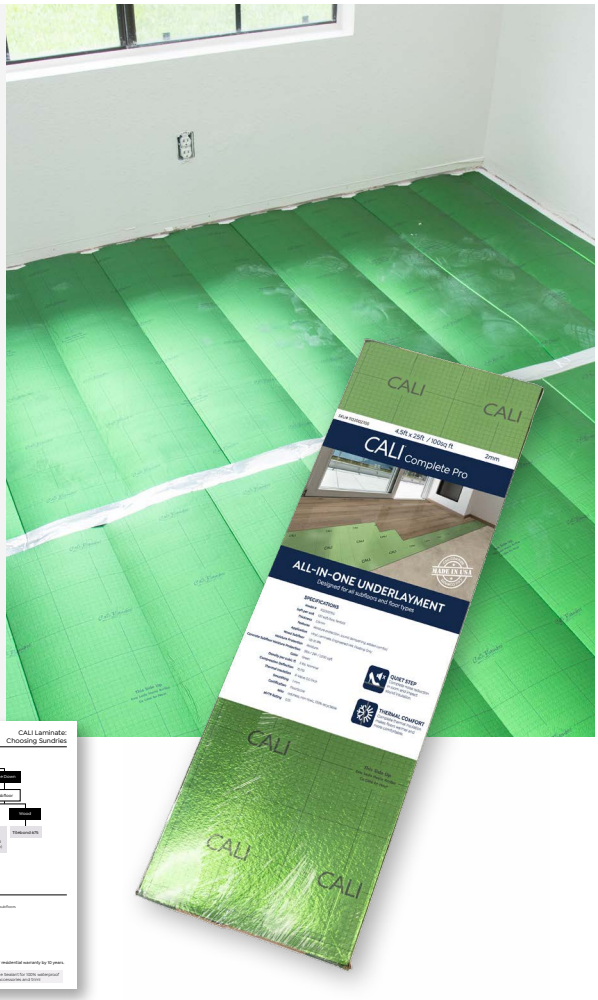
Add **SUNDRIES**, Add **10 YEARS**

Every sundries recommendation is a win for your customer. When they pair their CALI floor with qualifying sundries, such as select Titebond adhesives and moisture barriers, they add 10 years to their residential warranty coverage. Mention it at the start of every sale. It's an easy add-on that gives customers extra peace of mind and builds a bigger order.

Use these guides to determine which sundry items to add on. Click below to view each guide.

VINYL HARDWOOD LAMINATE





NOW AVAILABLE: New Trim Sizes

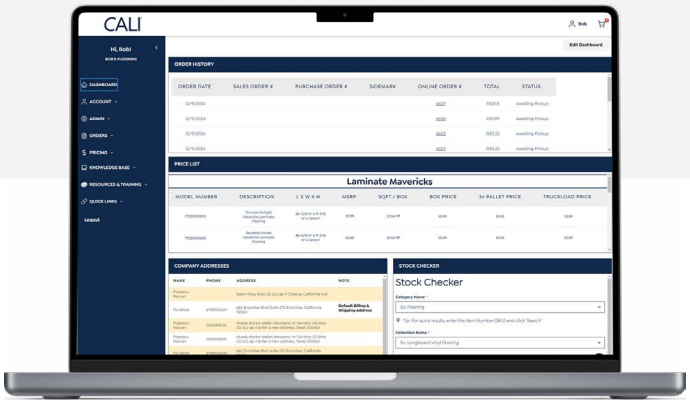
Thanks to your feedback, we have updated CALI trim pieces to offer more options (like square nosings and square treads) and longer dimensions. All pieces are still color coordinated with their corresponding planks and constructed with the quality you rely on.

Please Note: We're rolling out the new sizing gradually as existing inventory sells out. That means both original and updated sizes may be in circulation for the same product, depending on the color.

Your rep can confirm the most current accessory offering and sizes for each collection.

Learn more here: CALI Trim & Molding Size Update





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.

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

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!



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



CALI

Notice of Dropping CALI Products

Dear CALI Partner,

We're making room for new collections to refresh your showroom and saying goodbye to the following SKUs – which are discontinued as of December 31, 2026. A list of previously dropped SKUs can be found below as well.

These styles will remain available for purchase while inventory lasts, but please note that all sales are final.

SKU	CATEGORY	COLLECTION	COLOR	Date Dropped
Newly Dropped Skus – Check stock while supplies last. Please pull samples.				
7601003100	Hardwood	Meritage	Lost Coast Oak	Q4 2026 New version coming in January!
7602210500	Hardwood	Whiskey & Wine	Reserve Wine	Q4 2026
7602210800	Hardwood	Whiskey & Wine	Summer Wine	Q4 2026
7704000700	Laminate	Santa Cruz	Beau Bark	Q4 2026
7703001300	Laminate	Pacifica	Grayfish	Q4 2026
7903501500	Vinyl	Laguna	Seas the Day	Q4 2026
7908500600	Vinyl	Trestles	Locals Only	Q4 2026
7902511800	Vinyl	Longboards	Dana Landing	Q4 2026
7904520600	Vinyl	High Tide	Sunset Swell	Q4 2026
7904521100	Vinyl	High Tide	Breakers Beach	Q4 2026
7904511700	Vinyl	Windansea	White Aspen	Q4 2026
7904511600	Vinyl	Windansea	Redefined Pine	Q4 2026
7904004400	Vinyl	Builder's Choice	Classic Acacia	Q4 2026
7906000600	Vinyl	Builder's Choice	Tidal Pool Pine	Q4 2026
7904211100	Vinyl	All-Star	Silted Sand	Q4 2026
Previously Dropped Skus				
CALI Vinyl				
7902600600	Vinyl	Legends	Diamond Head	Q2 2026
7903500200	Vinyl	Laguna	Skimboard Shore	Q3 2026
7903501300	Vinyl	Laguna	Aliso Almond	Q2 2026
7902512000	Vinyl	Longboards	Doheny Dune	Q2 2026
7902511700	Vinyl	Longboards	Portola Pier	Q3 2026
7902510600	Vinyl	Longboards	Osprey Oak	Q2 2026
7904520700	Vinyl	High Tide	Bird Rock Ridge	Q1 2025
7904512200	Vinyl	Windansea	Rockaway Oak	Q2 2026
7904511800	Vinyl	Windansea	Natural Elm	Q2 2026
7904512000	Vinyl	Windansea	Sea Scallop	Q2 2025
7904511000	Vinyl	Windansea	South Seas Oak	Q2 2025
				Q2 2025

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