

CALI[®] Surf Report

August/September 2026

THE TRILOGY ADVANTAGE

For a More Strategic Showroom

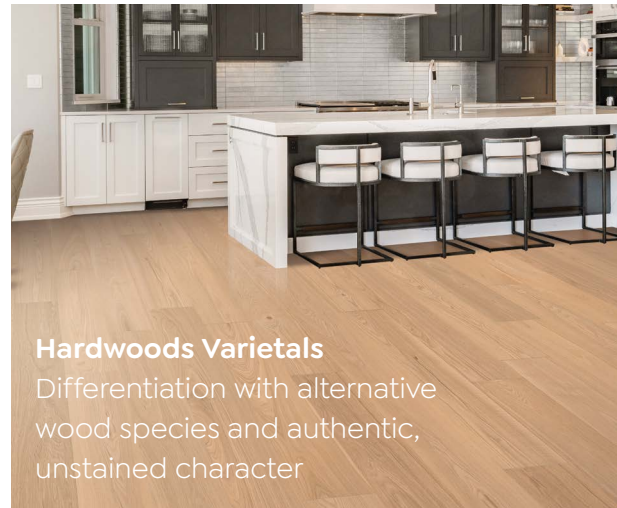
Too many choices paralyze customers. That's what CALI's Barrel Trilogy solves for. With a clear, three-collection hardwood offering in one presentation, shoppers can easily narrow down their choices and choose confidently.

How It Works on the Floor

The Trilogy structure does something most hardwood lineups don't: it shows customers a full range without stoking decision paralysis. Each collection tells a distinct story—**accessible value, authentic character, artisanal craft**—so customers understand what they're getting at each price point. That clarity builds confidence. And confident customers buy.

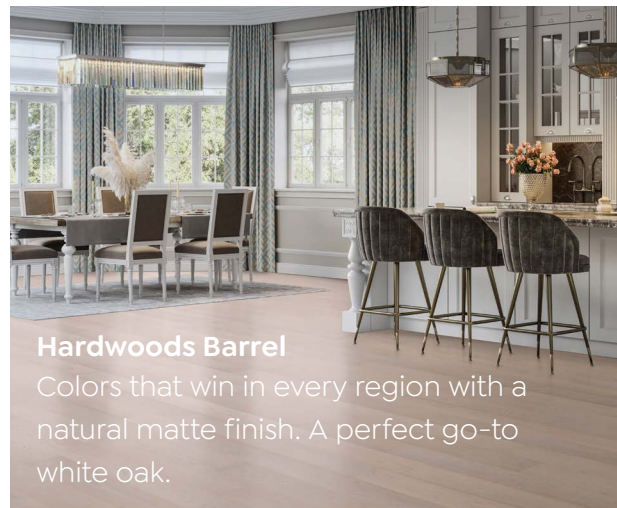
The structure simplifies conversations.

You're presenting three clear paths forward, with no wrong choices.



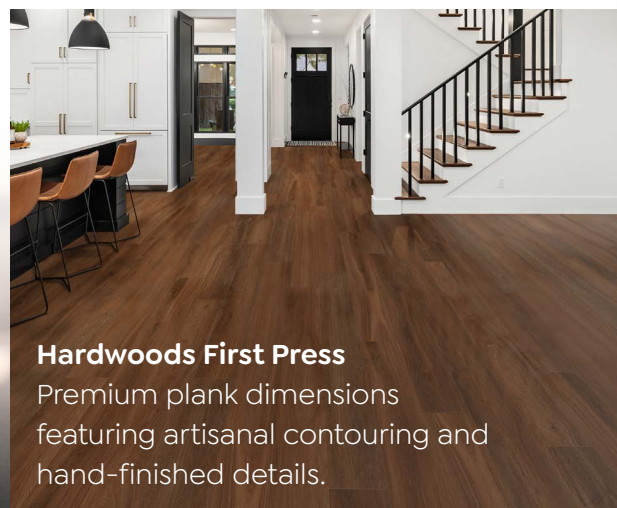
Hardwoods Varietals

Differentiation with alternative wood species and authentic, unstained character



Hardwoods Barrel

Colors that win in every region with a natural matte finish. A perfect go-to white oak.



Hardwoods First Press

Premium plank dimensions featuring artisanal contouring and hand-finished details.



Surf
4-6ft



Tide

Warm and welcoming



Ability Level

Something for everyone



Beach Access

Stay for sunset!



Local Vibe

Soaking in the last of summer



What to Bring

Breakfast burritos all day

5 Design Moves That Elevate **Hardwood**

Hardwood is timeless, and you can't go wrong with a classic installation, but if your customer wants to take it to the next level, it's worth having a few twists in your back pocket. Here are five ways to take a floor from standard to statement.



pacific crush herringbone

1 **HERRINGBONE PATTERN**

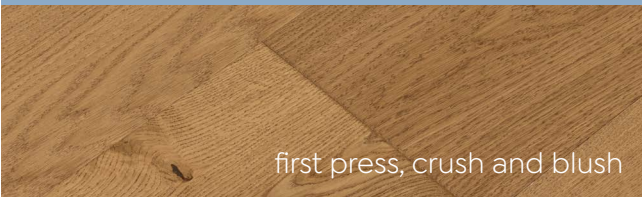
Creates visual movement and instantly elevates a space, either as an accent or in a full installation. Ask your rep about the new herringbone options in popular CALI Barrel colors!



first press – 9½" wide

2 **WIDER & LONGER PLANKS**

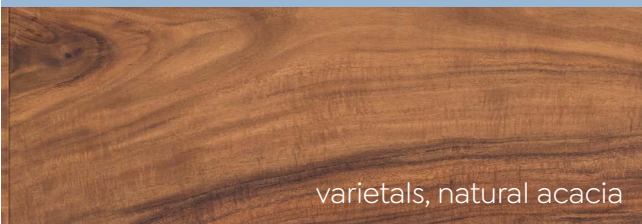
Modern spaces favor expansive planks. Wider formats make rooms feel bigger, create premium visual impact with floors like First Press at 9½" x 86¾" RL.



first press, crush and blush

3 **TEXTURED FINISHES**

Hand-finished, sculpted textures add character and authenticity. Sculptured bevels and contoured details (like First Press) make floors feel crafted, not manufactured.



varietals, natural acacia

4 **NATURAL CHARACTER**

Embrace the wood's personality with visible knots, grain variation, and unique species. Collections like Varietals master this with matte finishes that modernize traditional looks.



5 **MIXED TONES WITHIN A COLLECTION**

Vary color selections within the same collection for depth and visual interest. Creates a curated, intentional look.



Partner of the Month

GRIGSBY'S

A Chat with Penny Carnino

1 How long have you been a CALI partner and why?
We have been a CALI partner ever since they came into the NFA. We decided that CALI would be a great partner, and at that time they were brand new to our group.

2 What is your favorite CALI product and why?
Our favorite product is **Laguna!** We love that it's a WPC with great colors and a great price! The comfort underfoot is a real selling point, and the coastal color palette resonates with our customers. It's an easy floor to recommend.

3 How does CALI's unique display set up impact your store?
About 6 months ago we decided to move all of our LVP CALI displays together so that it tells a story of good, better, best. We love that there are some unique things about the displays. **The pelican and the surfboard both create interest**, and on the hardwood side, we love that part of the displays are in barrels and Cellar has a wine bottle display. **Love unique!!**

4 What excites you about the future of our partnership?
We continue to grow with CALI and love our CALI people. We were very excited to have visits from Chelsea, Jim, Chanel, and Lauren. It was so great to put faces to names! For us that makes a difference! Richard was with me when we came to CALI and was so excited to get see new products and to get to share with your team what our customers are looking for. **We look forward to seeing those new things and growing even more!**



Grigsby's Carpet, Tile & Hardwood in Tulsa has served Northeastern Oklahoma since 1959.



The Grigsby's team shows off their CALI Vinyl Longboards display.



DISPLAY DEEP DIVE

Wine Barrel Storytelling

CALI's signature wine barrel displays bring the Barrel Trilogy's namesake to life. Collections take their cues from the world of winemaking – **Barrel, Varietals, First Press**—with the display drawing from that heritage.

The wine barrel motif isn't just eye-catching—it reinforces the story behind the hardwood: **curated, crafted, and made to be savored**. Like a fine wine, each collection celebrates the natural beauty and character of the oak. It's a display that gives customers a reason to stop and take it in.



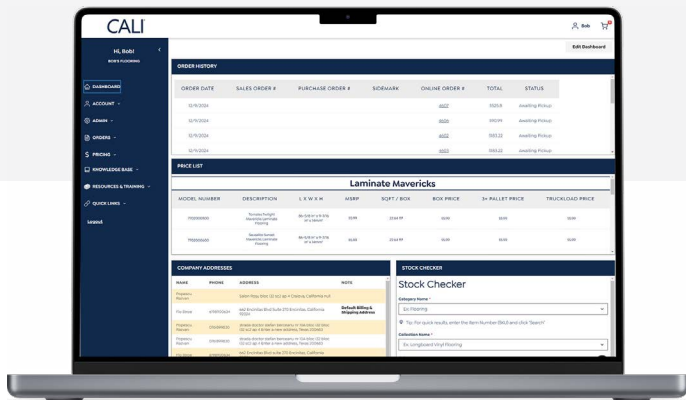
Social Media Tips

Catch More Attention with Video

Your videos don't have to be professionally produced to be effective. Authentic, behind-the-scenes content often outperforms polished graphics – and it helps customers connect with your business!



1. **Record a 10-second walk through** of your showroom, set it to music, and you're good to go!
2. **Highlight a favorite floor**, hold up a sample and give three reasons why shoppers should check it out.
3. **Showcase a new display** and point out the colors that you predict will be most popular.



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](#)

