

CALI[®] Surf Report

October/November 2026

CALI HARDWOODS VARIETALS

Let Wood be Wood

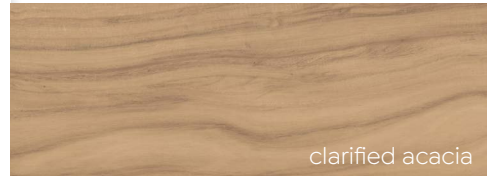
Not every hardwood story has to start with oak. Varietals celebrates four distinct species – **ash, maple, acacia, and hickory** – left completely unstained so customers **see exactly what nature created**. It's the pairing partner to our **Barrel collection**: same CALI quality and specs, but a completely different personality on the sales floor.

What Makes Varietals Unique

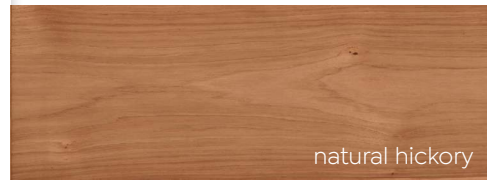
- Four wood species beyond the usual oak lineup
- No heavy finishes masking the wood's true character
- Select styles feature a light wire-brush texture
- Other styles are cured to deepen natural colors richness
- Clear matte finish lets each species take center stage
- Shares identical specs with Barrel – 7½" wide planks, ½" thick with a 2mm veneer, RL up to 74-13/16" – for an easy, natural cross-sell

What's in a Name

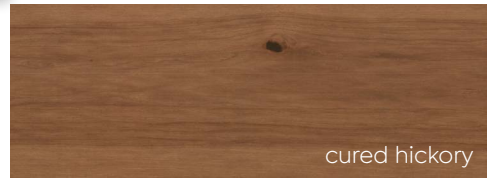
In winemaking, a varietal is a wine crafted from a single grape variety and named for that grape – think Chardonnay or Pinot Noir. Varietals applies that idea to flooring: each style celebrates one distinct wood species the way a varietal wine lets a single grape speak for itself.



clarified acacia



natural hickory



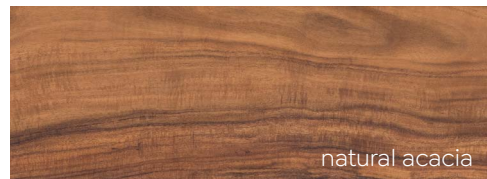
cured hickory



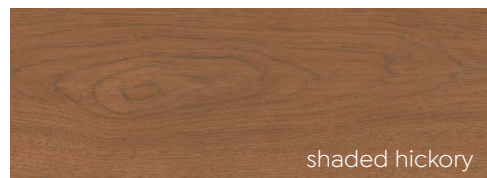
clarified ash



refined ash



natural acacia



shaded hickory



natural maple



Surf

5-7ft



Tide

El Niño-
powered



Ability Level

Watch for big
breaks



Beach Access

Best for sunset
walks



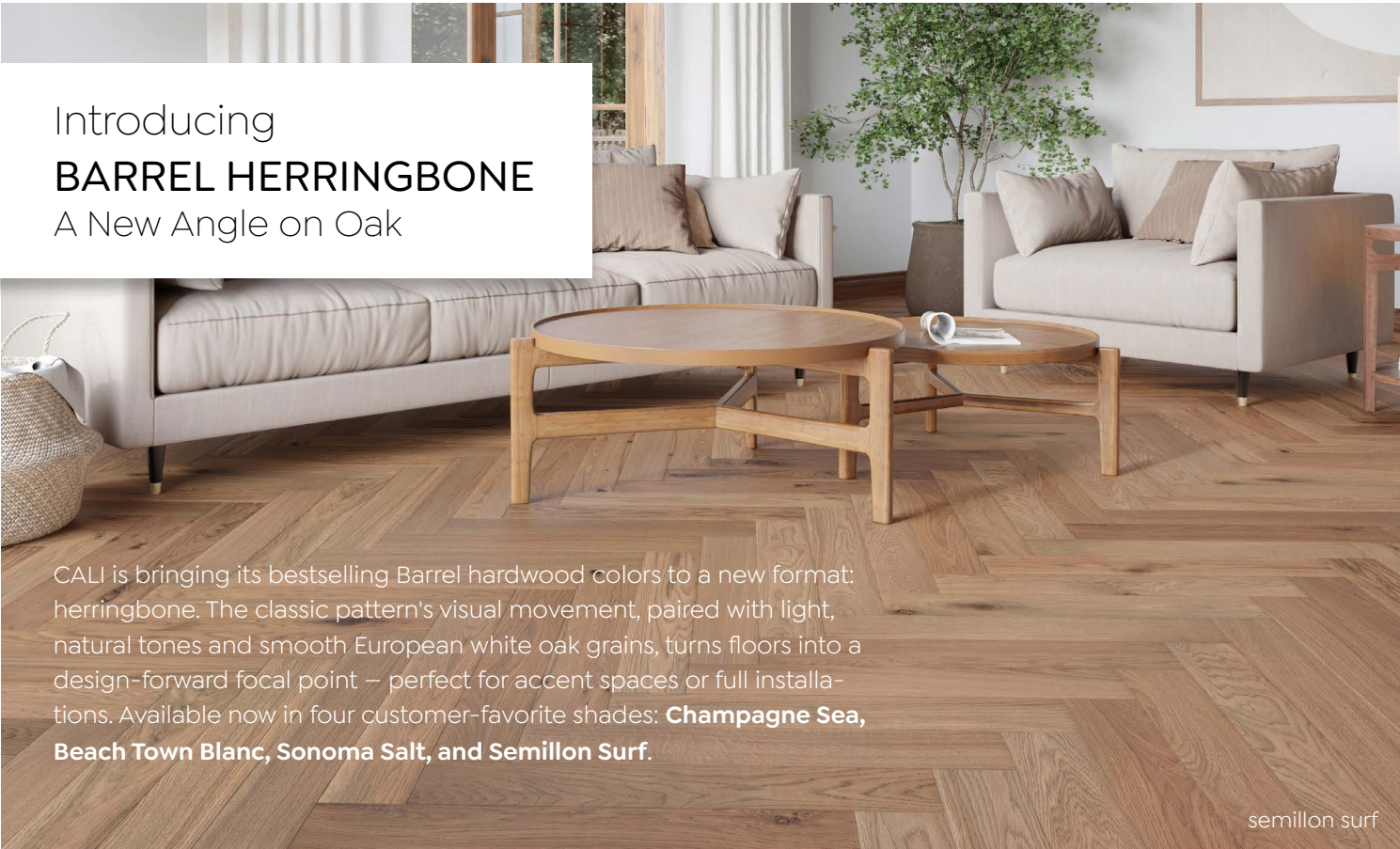
Local Vibe

It's wetsuit
season



What to Bring

Cozy surf
flannels



Introducing **BARREL HERRINGBONE** A New Angle on Oak

CALI is bringing its bestselling Barrel hardwood colors to a new format: herringbone. The classic pattern's visual movement, paired with light, natural tones and smooth European white oak grains, turns floors into a design-forward focal point — perfect for accent spaces or full installations. Available now in four customer-favorite shades: **Champagne Sea, Beach Town Blanc, Sonoma Salt, and Semillon Surf.**

semillon surf



CALI®

The Value of a **STRONG SUPPLIER RELATIONSHIP**

Quality flooring begins with relationships that form years before planks hit the inspection line.

Our product team designs each floor around partner needs. If a factory can't meet the spec, CALI invests in the capability rather than compromising the design.

New suppliers go through an initial audit of production capability, quality, and material standards, though most CALI supplier relationships run 10-15+ years.

WHY IT MATTERS

Factories that have worked with us for over a decade know what CALI quality looks and feels like on the line. That means fewer surprises, faster development and a consistent standard, lot after lot.

Partner of the Month

ProSource AZ

A Chat with EJ Lefebvre



EJ Lefebvre serves as Operational Manager and Director of Merchandising for ProSource Wholesale of Arizona.

1 Why do you choose to partner with CALI?

They offer the styles and trends that really resonate with our market, all at a great value. Our rep, Jon King, is also a big part of our experience with CALI. He provides excellent customer service and is always there to support our team whenever we need him.

2 How does the CALI brand resonate for you and your customers?

The brand offers a great mix of on-trend styles, quality, and value. Our customers appreciate having fresh, fashionable options without sacrificing affordability. CALI products feel current and relevant to our market, which makes it a great fit for our store.

3 Are there certain palettes that you can tell are going to do well?

We've found that light to medium warm tones tend to perform really well for us, especially when they have a little character or something unique that sets them apart. Those palettes feel inviting and versatile, while still giving customers a look that feels fresh and distinctive.

4 Of the 2026 CALI collections, what are you most excited for?

We're especially excited about First Press. We love the character and warmth of the collection, and we think it has a really approachable look that will resonate with our customers. The wide-plank format gives it a high-end, elevated look, while still offering an incredible value. It has the timeless appeal and elegance that our customers are looking for.



ProSource Arizona operates home remodeling showrooms across Phoenix, Tempe, and Tucson.



5 Styling Tips for WARM WOOD FLOORS

Warm-toned floors are having a moment - but customers aren't always sure how to build a room around them. Here are five easy tips to pass along.

1

COOL THE WALLS DOWN

Soft whites, sage green, or blue-gray walls balance a warm floor so the room doesn't feel like one solid wash of brown.

2

LET METALS DO THE BALANCING

Black or brushed nickel hardware sharpens the contrast against warm wood. Brass works too, but leans the whole room warmer.

3

ADD TEXTURE, NOT JUST COLOR

Linen, woven jute, wool, and rattan all play well with wood grain – texture keeps a warm room feeling layered, not flat.

4

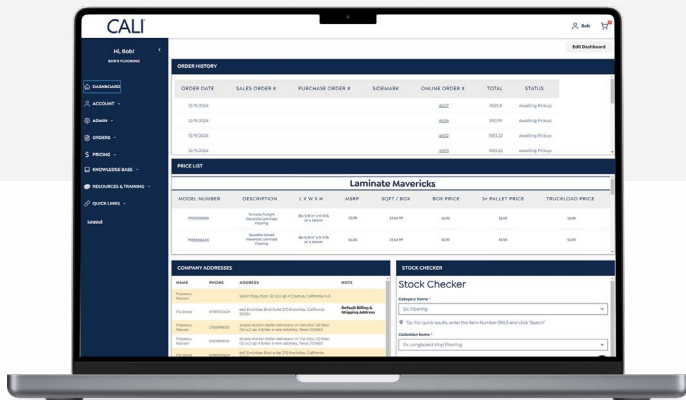
DON'T FIGHT THE FLOOR WITH ANOTHER WOOD TONE

Competing wood furniture can clash. Rugs and paint are an easier fix than replacing furniture that doesn't match.

5

WARM FLOORS WORK IN COOLER ROOMS TOO

Paired with white or pale stone counters, a warm floor softens a kitchen or bathroom that might otherwise feel cold and clinical.



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!



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

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](#)

