

# CALI® Surf Report



## Meritage Gets a Refresh

The most premium CALI Hardwoods collection has four new colors!

### **Daybreak Oak**

Hazy tan color capturing the luster of dawn.



Daybreak Oak

### **Coastal Blanc**

Illuminates spaces with sandy streams of pale oak grain.



Coastal Blanc

### **Sunlit Vine**

Gleaming gold color radiates through a smooth grain.



Sunlit Vine

### **The Wins of Meritage**

- European white oak responsibly harvested from certified forests
- Stained to perfection in natural, designer-curated colors
- 4mm thick veneers are Euro sawn to accentuate superior grains
- Random length planks up to 86-5/8" long x 9-7/16" wide x 9/16" thick



Vintage Valley



### Surf

4-5 ft



### Tide

Ready for a hardwood refresh?



### Ability Level

Wood options for all



### Beach Access

Longer planks for long walks



### Local Vibe

Effortless luxury



### What to Bring

A love of oak



Hardwoods Whiskey & Wine: Reserve Wine

## The “Good, Better, Best” of CALI Hardwoods

CALI's four hardwood collections are unofficially arranged in a “good, better, best” line-up, simplifying flooring choices and helping customers invest wisely (without overwhelming them). The system makes it easy for retailers to explain product differences and benefits, helping customers make confident decisions based on their budget, lifestyle, and preferences. The goal is to bring some clarity to the shopping experience while fostering trust, higher customer satisfaction, and potential upgrades.

### Good

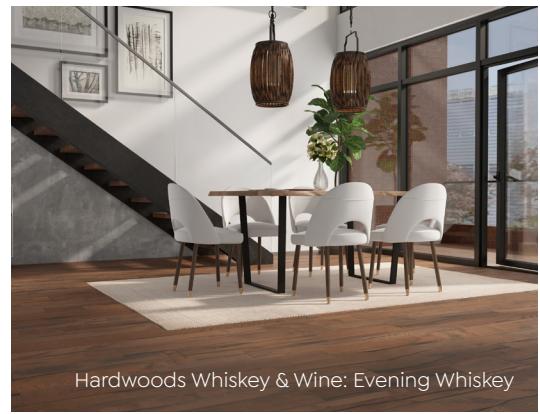
Barrel Collection: Offers European white oak at great value with a 2mm veneer, combining craftsmanship with a coastal attitude. Ideal for budget-conscious homeowners.



Hardwoods Barrel: Cellar Door

### Better

Whiskey & Wine Collection: Made in the USA, this collection features American white oak. Whiskey floors offer rustic textures, while Wine styles deliver smooth, refined grains.



Hardwoods Whiskey & Wine: Evening Whiskey

## Best

Meritage & Cellar Collections:  
These two premium collections offer select-grade European white oak. Meritage planks feature a 4mm veneer highlighting natural knots and grains, while Cellar features a 3mm veneer with a unique natural finish combining UV oil with aluminum oxide.



## Display Deep Dive CALI Hardwoods Meritage Collection

Treat your customers to a taste of wine country with CALI's Meritage collection. Sample boards are housed in a user-friendly stacker display and can be easily removed to demonstrate plank width, color, and stunning hardwood grain. Flooring is cut and stained to perfection with no two planks exactly alike. Best when paired with afternoon happy hours!

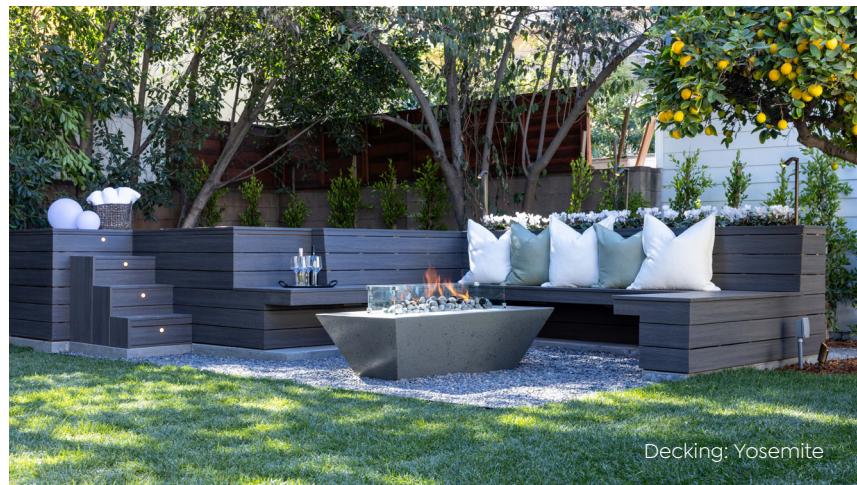
Display Dimensions: 20" W x 29" D x 48" H

# CALI Decking Installed by the Property Brothers

If you're an avid HGTV viewer, you may have caught our composite decking featured on two episodes of the show *Celebrity IOU*, in which the famous Property Brothers, Jonathan and Drew Scott, team up with a celebrity to carry out a home renovation for a special person in the celeb's life. In each episode, the bros used CALI Decking to take a couple backyards from drab to fab, first working with Academy Award-winning actress, Marlee Matlin, and then *Matrix* star, Laurence Fishburne. Check out the finished looks!



Decking: Sedona



Decking: Yosemite