

CALI Surf Report



July 2024

Meritage Gets a Refresh

The most premium CALI
Hardwoods collection has four
new colors!

Daybreak Oak

Hazy tan color capturing the luster
of dawn.

Coastal Blanc

Illuminates spaces with sandy
streams of pale oak grain.

Sunlit Vine

Gleaming gold color radiates
through a smooth grain.

Vintage Valley

Rich nut tones blend in a drifting
oak grain.

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



Daybreak Oak



Coastal Blanc



Sunlit Vine



Vintage Valley



Surf

4-5ft



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

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.



Hardwoods Whiskey & Wine: Reserve Wine

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!

