

# CALI<sup>®</sup> Surf Report

January 2026

COMING IN  
**2026**



Crush & Blush, First Press



Sea Breeze, Longboards Icons



West Rock, Hang Loose

## NEW COLLECTIONS

Crafted For Your Success

### FIRST PRESS

The final piece of the CALI Hardwoods Barrel Trilogy with artisanal surface finishing that invites touch. This is premium European white oak for design-focused customers.

### RESERVE

Character-grade European white oak is made with category-leading veneer thickness—elevated beyond entry-level at accessible pricing. A color palette shaped by CALI's closest design partners offers universal appeal. Thoughtful construction, elevated quality, classic CALI style.

### LONGBOARDS ICONS

Your customers already love Longboards. Now get those iconic coastal visuals in extra-thick WPC construction with superior cushioned comfort. This is our most premium vinyl yet.

### HANG LOOSE

Commercial-grade durability meets curated coastal colors in a loose lay format. EIR texturing and dual-pattern design deliver premium visuals rarely seen in this category. Also available in 9" x 60" Boardwalk format.



**Surf**  
3-5ft



**Tide**  
Bringing new collections!



**Ability Level**  
Everyone can get on board



**Beach Access**  
Open for party plans



**Local Vibe**  
Ready for a refresh



**What to Bring**  
An eye for innovation

# CALIFORNIA COMES TO **SURFACES**

Two-time Dealer's Choice Award winner for Best Booth Design... and we're not slowing down! This year, we're bringing you to a California beach town brought to life on the show floor. Storefronts, streetscapes, and plenty of surprises showcasing CALI hardwood, laminate, and vinyl in ways you haven't seen before. **It's an experience, not just a booth.**



CATCH **CALI** ON THE ROAD!

Discover all the shows where you can find our team and products this market season.

[2026 Tradeshow Schedule](#)

## HEARD THROUGH THE GRAPEVINE

Real stories of CALI marketing working for you



### **Real Floors, Real Life** Alex Campolo's Whole-Home Transformation

DIY creator Alex Campolo (@diybydna) transformed her entire Florida home with CALI's Legends collection in Catamaran. With kids, pets, and constant activity, she needed flooring that could handle real family life while looking like high-end hardwood. Her followers couldn't get enough, commenting support and asking more about the floors.

**This is the kind of authentic content that drives new CALI customers to your business, already sold on the product.**

See Alex's projects on [Instagram](#)



## Partner of the Month

# Oser Floors & More

## A Chat with Todd Oser and Taylor Rash

### 1 How long have you been a CALI partner?

Almost two years, and in that short time CALI has proven to be one of the most responsive and supportive brands we've ever worked with. From day one, it was an immediate "let's dig in together" relationship, and it's been a true partnership ever since.

### 2 What is one of your favorite wins that Oser and CALI have had together?

We actually have two major wins that stand out. First, a developer was building a large multi-family project – over 500,000 square feet. By partnering with CALI, we secured that bid and have since become the developer's primary flooring provider. We also had a builder searching for a product that CALI didn't offer. We brought the idea to the CALI team, and through several collaborative conversations, they created a completely new product to meet the client's needs, delivered in record time.

### 3 What excites you about the future of our partnership?

We're especially excited about continuing to grow our builder division. Since partnering with CALI, our builder sales have increased more than fivefold, and the momentum only continues. We've also expanded our stocking program to include 16 CALI SKUs. Having that depth of inventory readily available has been a game changer. We used to stock products from four different manufacturers; now, for hard surface, CALI is the only brand we stock.



*The Oser Floors & More team brings high quality flooring to the Georgetown, KY region, which has been served by the family-owned business since 1980.*



*Taylor Rash and Todd Oser have seen success with CALI's luxury vinyl and laminate lines, saying that stocking the floors has been "a game changer."*

### 4 Why do you choose to partner with CALI? What differentiates CALI from your other vendors?

CALI truly embodies what a partnership should look like. Many manufacturers take a "the price is the price" approach, but CALI listens – to product needs, pricing conversations, and the realities of running a retail business. For example, we were participating in a tradeshow and had a vision for what we wanted our booth to look like. CALI wins "Best Booth" at Surfaces every year it seems like, so we reached out to see if they would help with our design. They happily obliged and came up with something great. We had so many compliments on our booth during the show, and still have the main part of the booth displayed in our showroom.

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

Because we stock and promote so much CALI product, our brands really blend together in the customer experience. Most customers don't shop by manufacturer; they shop by trust. To them, Oser is the face of CALI, and CALI supports that relationship seamlessly.

### 6 What challenges have you faced recently, and what has CALI done to help support your business?

The recent tariffs created significant challenges for dealers across the board. Most manufacturers immediately sent out notifications of price increases with no discussion and little explanation. CALI engaged with us directly. After multiple conversations with their leadership team, CALI announced no price increases. Once again, they demonstrated what a true partnership looks like.

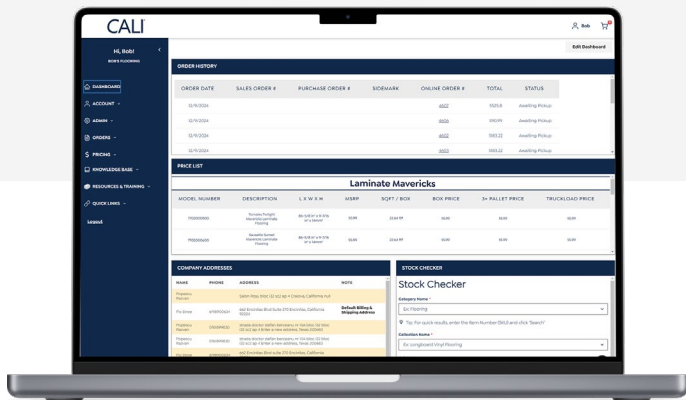
# 8 CALI New Year's Resolutions

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- 1 Ride the Wave**  
Focus on what you can control - like stocking winners
- 2 Stay Loose**  
Our new Hang Loose vinyl sets the standard
- 3 Channel the Coastal Vibe**  
It's a mindset - no sand required
- 4 Age Like Fine Wine**  
Timeless colors are always in style
- 5 Check the Forecast**  
Includes housing market predictions and surf reports
- 6 Cherish that PTO**  
Preferably somewhere with waves
- 7 Embrace the Grain**  
Natural character beats perfection every time
- 8 Strengthen Partnerships**  
Don't forget to come say hi at Surfaces!

Happy New Year  
from  
**CALI®**





# 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](#)

