

CALI® Surf Report

January 2026

COMING IN
2026



Crush & Blush, First Press



Sea Breeze, Longboards Icons



West Rock, Hang Loose



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

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.

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

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

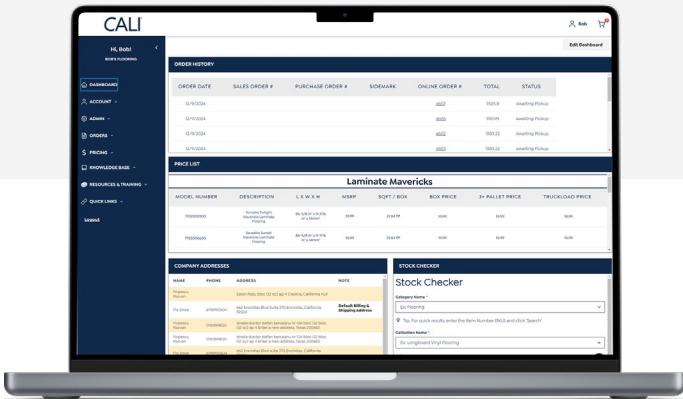
8 Strengthen Partnerships

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](#)

CALI

Notice of Dropping CALI Products

Dear CALI Partner,
We're making room for new collections to refresh your showroom and saying goodbye to the following SKUs – which are discontinued as of December 31, 2025. A list of previously dropped SKUs can be found below as well.

These styles will remain available for purchase while inventory lasts, but please note that all sales are final.

SKU	CATEGORY	COLLECTION	COLOR	Date Dropped
762100100	Hardwood	Wingate Pine	Irish Whiskey	Q4 2025
760000400	Laminate	Shorebreak	Sea Cliff Marble	Q4 2025
770000100	Laminate	Shorebreak	Seal Rock Marble	Q4 2025
700000100	Laminate	Shorebreak	Strison Marble	Q4 2025
790402200	Vinyl	Windseas Low Tide	Outer Reef	Q4 2025
790600100	Vinyl	Buller's Choice XL	Island Acacia	Q4 2025
Previously Dropped SKUs				
790280080	Vinyl	CALI Vinyl Legends	King Tide	Q1 2024
790250600	Vinyl	Longboards (Angle Angle)	Capey Oak	Q1 2025
790250800	Vinyl	Longboards (Drop Lock)	Windswell Hickory	Q1 2025
790250270	Vinyl	Longboards (Drop Lock)	Tidepool Lagoon	Q4 2024
790450180	Vinyl	Windseas Low Tide	Point Break Pine	Q4 2024
790450200	Vinyl	Windseas Low Tide	Natural Elm	Q2 2025
790450190	Vinyl	Windseas Low Tide	Sea Scallop	Q2 2025
790450300	Vinyl	Windseas Low Tide	South Seas Oak	Q2 2025
790450180	Vinyl	Windseas Low Tide	Candina Oak	Q3 2024
790450100	Vinyl	CALI Vinyl Mute Step	Seascape Hickory	Q3 2024
790450190	Vinyl	Mute Step	South Seas Oak	Q2 2025
790450180	Vinyl	Mute Step	Gray Ash	Q2 2025
CALI Vinyl Builder's Choice XL				
70060001300	Vinyl	Builder's Choice XL	Canyon Cove	Q2 2025
70060001700	Vinyl	Builder's Choice XL	High Tide Elm	Q2 2025
70060001000	Vinyl	Builder's Choice XL	High Tide Elm	Q4 2024
7904003600	Vinyl	Builder's Choice	Oakpresso	Q2 2025
7904200400	Vinyl	Builder's Choice Premium/Select Premium	Alderwood	Q3 2025

Continued on next page

Page 5 of 5

CALI Surf Report

January 2026