

# Floor Covering Media

Your Gateway to the Floor Covering Industry

## The Cali Bamboo hybrid hardwood flooring line



**San Diego, California, Press Release, Elizabeth G. Yokel, March 18, 2016:** Cali Bamboo is introducing another world's first in the hardwood flooring industry: an all-new Hybrid™ flooring line which utilizes Eco-Engineered™ technology to combine Fossilized® bamboo and sustainable eucalyptus.

"We conceptualized, designed and manufactured a product that answers the call for even wider plank format, without sacrificing the durability and sustainability Cali Bamboo is known for. The Hybrid™ line drives us forward as industry leaders, satisfies the demands of our customers, and differentiates our brand -- all while making a huge impact on the future of our planet," says Jeff Goldberg, Founder and CEO.

The Hybrid™ line uses exclusive, Eco-Engineered™ technology to combine a 13-layer, aluminum oxide, scratch-resistant finish with a wear layer of Fossilized® bamboo, a core comprised of cross-constructed eucalyptus, and a base of fast-growing, ubiquitous poplar.

This Cali Bamboo breakthrough is additionally fabricated using highly versatile, tongue-groove (T&G) milling for the purpose of installation flexibility -- extending application to areas of the home previously unavailable to traditional hardwood flooring, including below grade rooms and basements.

Tanner Haigwood, Co-founder, states, "We are innovators: We saw a need, and we met it. We've upped the ante. This Hybrid™ line is something that has never been accomplished before. This is a landmark moment, not only for Cali Bamboo, but for the entire hardwood flooring industry."

Coming in at a plank width of 7-½ inches, the Hybrid™ line has a notably striking, contemporary aesthetic. This ultra-wide planking -- which fuses fast installation and modern design -- is currently in high demand for pros and homeowners alike.

Not only is the line available in the four most popular Cali Bamboo colors, but also in three all-new colors named after California coastal communities -- Napa, Malibu, and Catalina. The Coastal Series, rich with rustic character, is a clear tribute to the company's southern California roots and passion to support and honor local communities.

With a deep bow to green initiatives and a subtle nod to communal influence, the Hybrid™ flooring line capitalizes on years of forward-thinking, innovative strategy and an intensive focus on environmental responsibility that sets Cali Bamboo apart. Hybrid™ Flooring is now available on the Cali Bamboo website.

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Hours:  
Monday to Friday: 6AM–5PM  
Saturday: 9AM–1PM  
Sunday: Closed

Cali Bamboo manufactures green building materials made primarily of bamboo, which is one of the world's most durable, sustainable and renewable materials. Since 2004, the company has become a model of how individuals, businesses and communities can implement modern design while maintaining both structural strength as well as environmental integrity. Cali Bamboo services residential and commercial building projects across North America with a wide range of products including bamboo flooring, fencing, composite decking, plywood, cork wall tiles, poles, paneling and more. [Website link.](http://www.calibamboo.com/)

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*By Betty*

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