

Floor Covering Media

Your Gateway to the Floor Covering Industry

Victoria buys Cali



The [Victoria Flooring Group](#) continues the growth of its distribution network with the acquisition of distributor [Cali Bamboo Holdings](#). According to sources, the price of the acquisition was \$76.1 million. How was the purchase funded? Cash reserves!



The [AIM-listed](#) group believes that the integration of the organization with its existing business would create opportunities. Expanding Victoria's impressive distribution network, which is already moving a robust volume of flooring each year, should provide added value for the organization and its shareholders.

CALI[®]

It is a strategic acquisition that grants Victoria access to Cali's intellectual property and online management experience, which when leveraged should serve to accelerate measurable growth in existing markets: UK, Europe, and Australia-Asia and favorably impact its stock value ([earnings-accretive](#)).

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Victoria already moves a steady volume of product in the U.S. and this decision is in alignment with its growth objectives. It cannot be considered a coincidence that, as of 9:30 [BST](#), Victoria's shares rose 3.21%, at 1,030.0p (including income).

Floor Covering Media publishes
press releases called Flooring Updates.

Flooring Updates



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Flooring Network

For those in the market and those that serve it

Floor Covering Media is
a social media network.

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Floor Search

Answers to Questions About Flooring

Retrieve timely, objective news and
information at <https://www.floorsearch.info>.