

# Cal-Mil 2024 New Product Training for Levy!

#presentationupgraded



# 2024 New Catalog Launch!



- Largest catalog to date at 432 pages
- 420 new products!

TWO THOUSAND **CAL·MIL** TWENTY FOUR

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# 2024 New Catalog Launch!

## New Pages!

### CAL-MIL CARES



**FEEDING  
SAN DIEGO**



Established in 2007, Feeding San Diego is the leading hunger-relief and food rescue organization in San Diego County and the only Feeding America partner food bank in the region. Feeding San Diego provides more than 35.4 million meals every year to children, families, seniors, college students, military families, veterans, people facing homelessness, and other underserved populations.

We distribute meals in partnership with nearly 350 local charities, schools, faith communities, meal sites, and food pantries throughout the region.

<< Click here to learn more



**SOLUTIONS  
FOR CHANGE**



Right now, 20 million people are stuck in The Churn in the United States—including millions of stressed parents and children without a stable place to grow. Since we opened our doors in 1999, we have seen how homelessness and poverty trap people in a cycle of hardship, temporary relief, and dependency. This cycle is what we call The Churn—it's a costly and futile cycle that captures the most vulnerable and keeps them and their loved ones trapped. Our goal is to teach people to fight The Churn, and help them overcome to live happy, independent lives.

<< Click here to learn more



**NEGV**  
NEVER EVER GIVE UP  
THE CANCER HIGH-POTENTIAL LEADER | INSPIRED BY JOHNNY MEREZ

Encourage every kid fighting cancer to Never Ever Give Up! We fulfill our mission by CONNECTING with families, bringing AWARENESS to their stories, offering them a network of helpful RESOURCES and sending the entire family continual doses of ENCOURAGEMENT throughout their journey.



<< Click here to learn more



**outside the bowl**



Outside the Bowl is dedicated to eliminating physical and spiritual malnourishment in impoverished communities by creating food resources and working with established community partners, as a ministry multiplier, to serve nutritious meals to those who need them most.

<< Click here to learn more

Giving back is at the heart of everything we do at Cal-Mil.

- Johnny Callahan president and CEO



visit us online at: [www.calmil.com](http://www.calmil.com) **CAL-MIL** call toll-free 800-321-9069

CAL-MIL CARES

### SUSTAINABILITY & SOCIAL RESPONSIBILITY



**Introducing Renew**

Responsibly crafted from upcycled rice hulls with the durability of wood and fully water resistant. The modern design of the collection seamlessly blends functionality, durability and environmental responsibility.

Cal-Mil is dedicated to advancing sustainability goals, mindfully overseeing the production process, and maintaining a traceable and ethical supply chain. Focused on three core areas, we strive to drive positive impact, with a central commitment to creating a better environment.



#### Mindful Sourcing

As manufacturers, we take the responsibility of choosing our raw goods seriously and with the planet in mind. We are keeping our promise to use wood that is recycled or to use sustainable species such as Bamboo, Oak and Pine.

**SUSTAINABLE FACTORIES & WORK PLACES**

North American factories focus on efficient packaging and waste reduction, while our California office promotes elective vehicle use with charging stations and brand new solar electricity.

**ELIMINATING HARMFUL WASTE**

We are proud to make our own packaging boxes with minimal materials that fit our products perfectly to size. Corrugated waste is now repurposed, eliminating the use of nonbiodegradable foam.

**GIVING BACK**

Since 1965, community involvement has defined us. Committed to expanding our impact as we grow, community support remains a top priority.

**RECYCLING**

We achieve our sustainability goals by recycling 100% of plastic waste. Our recycling center sorts plastic leftovers from cut sheets, preventing any waste.

Please visit [www.calmil.com/legal](http://www.calmil.com/legal) for a complete list of California Proposition 65 related items.



# 2024 New Buffet Collections

5 NEW Collections!



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# 2024 New Collection Inspiration

Modern Luxury inspired by classic & timeless investment pieces



Curves



Upside Down V Design



Warm Woods



Arches

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# 2024 Introduction: Sydney

A Collection inspired by Modern Luxury



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# 2024 Introduction: Sydney

A Collection inspired by Modern Luxury

Customize displays with Sydney's Modularity!



## C. SYDNEY A-FRAME MERCHANDISERS

Specify Color: Oak (21), Walnut (78).

### 2 TIER

ITEM 23137-2 | 12"Wx14Dx17½H

ITEM 23138-2 | 23½"Wx14Dx17½H

### 3 TIER

ITEM 23137-3 | 12"Wx13Dx27¾H

ITEM 23138-3 | 23½"Wx13Dx27¾H



## D. SYDNEY TRAYS

Specify Color: Oak (21), Walnut (78).

### 10X12 TRAYS

ITEM 23106-10121 | 10"Wx12Dx1½H

ITEM 23106-10123 | 10"Wx12Dx3H

ITEM 23106-10126 | 10"Wx12Dx6H

### 12X20 TRAYS

ITEM 23106-12201 | 12"Wx20Dx1½H

ITEM 23106-12203 | 12"Wx20Dx3H

ITEM 23106-12206 | 12"Wx20Dx6H

### 20X6 TRAYS

ITEM 23106-2061 | 20"Wx6Dx1½H

ITEM 23106-2063 | 20"Wx6Dx3H



Tray  
23106



Tray  
23106

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# 2024 Introduction: Sydney

A Collection inspired by Modern Luxury

Customize displays with Sydney's Modularity!



Tray  
23106



Angled Tray  
23442



Serving Flat  
23180



Metal Frame  
23603





# 2024 Introduction: Sydney

A Collection inspired by Modern Luxury

Customize displays with Sydney's Modularity!



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# 2024 Introduction: Sydney

A Collection inspired by Modern Luxury

10 pages in catalog – largest collection introduction for the year!



## G. SYDNEY SERVING BOARDS

Specify Color: Oak (21), Walnut (78).

ITEM 23173-1812 | 18Wx12Dx¾H

ITEM 23174-228 | 22Wx8Dx¾H

ITEM 23175-186 | 18Wx6Dx¾H

ITEM 23176-14 | 14DIAx¾H

ITEM 23176-16 | 16DIAx¾H



23173-1812-21



23175-186-78



23174-228-78



23176-14-78

23176-16-21



## A. SYDNEY CAKE PEDESTALS

Specify Color: Oak (21), Walnut (78).

ITEM 23151-123 | 12DIAx3H

ITEM 23151-125 | 12DIAx5H

ITEM 23151-127 | 12DIAx7½H

# 2024 New Collection Inspiration

All White Modern Minimalistic



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# 2024 Introduction: Juno

Inspired by Modern Minimalism



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# Hudson Collection

## Melamine Expansion: Buffet

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Hudson Catering Platters Paired with Juno

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# Juno Collection

## New Buffet Collections

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Juno: a Minimalistic Modern Collection

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# Juno Collection

## New Buffet Collections



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# 2024 New Collection Inspiration: Sustainability

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## MADE FOR GOOD

We're moving toward a more sustainable way of life—making progress with each small step.  
All of our products aspire to be:

LASTING | RESPONSIBLE | HEALTHY |  
ETHICAL | THOUGHTFUL

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# 2024 New Collection Inspiration: Sustainability



## SUSTAINABILITY PLUS PERFORMANCE

100% Tree-free, Free of phenol, formaldehyde and adhesives. Resists water, weather and pests, guaranteed not to rot, crack, or splinter



## THE LOOK OF REAL WOOD

Indistinguishable from the real thing. Leave unfinished, stain or paint



## ZERO WASTE. 100% RECYCLABLE

Made from upcycled rice hulls, a natural wonder of water-resistant strength and durability



# 2024 Introduction: Renew

A Sustainable Collection crafted from upcycled rice hulls



Tartine  
Norvegienne

Tartine  
Provencale

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# Renew Collection

## A Focus on Sustainability

RENEW COLLECTION

### RENEW COLLECTION



**A. RENEW OVAL TOP RISERS**  
ITEM 23437-3-122 | 16Wx8Dx3H  
ITEM 23437-6-122 | 16Wx8Dx6H

**B. RENEW ICE HOUSINGS**  
ITEM 23433-10-122 | 14Wx11Dx9H  
ITEM 23433-12-122 | 22Wx13Dx9H



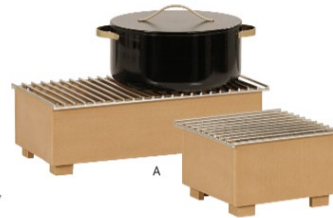
**C. RENEW 3 GALLON BEVERAGE DISPENSERS**  
3 Gallon Capacity.  
Includes Ice Chamber and Drip Tray.  
ITEM 23440-3-122 | 8Wx8Dx26H | Ice  
ITEM 23440-3INF-122 | 8Wx8Dx26H | Infusion



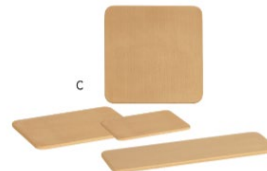
**D. RENEW 2 GALLON BEVERAGE DISPENSERS**  
3 Gallon Capacity.  
Includes Ice Chamber and Drip Tray.  
ITEM 23444-2-122 | 11Wx11Dx29H | Ice  
ITEM 23440-3INF-122 | 11Wx11Dx29H | Infusion



**B. RENEW CHAFER**  
Features Easy Access Drawer for Chafer Fuel.  
Includes Stainless Steel Chafer Cover.  
ITEM 23429-122 | 23Wx15Dx13H



**A. RENEW CHAFER ALTERNATIVES**  
ITEM 23431-122 | 10Wx10Dx6H  
ITEM 23432-122 | 20Wx10Dx6H



**C. RENEW SERVING BOARDS**  
ITEM 23445-712-122 | 7Wx12Dx14H  
ITEM 23445-1014-122 | 10Wx14Dx14H  
ITEM 23445-721-122 | 7Wx21Dx14H  
ITEM 23445-1212-122 | 12Wx12Dx14H



**D. RENEW JAR DISPLAY**  
3 Glass Jars Included. Lids Sold Separately.  
ITEM 23430-122 | 16Wx8Dx5H  
Replacement Jars  
ITEM 1851-SJAR | 32oz



**E. RENEW CONDIMENT ORGANIZER**  
ITEM 23427-122 | 17Wx5Dx6H



**F. RENEW CUP, LID AND STRAW ORGANIZER**  
ITEM 23428-122 | 17Wx5Dx7H



**G. RENEW CASE DISPLAY**  
ITEM 23439-122 | 19Wx15Dx21H



**H. RENEW CUP AND LID HOLDER**  
Fits cups 3.75" Diameter.  
ITEM 23434-122 | 5Wx13Dx15H



**I. RENEW SLIDING CASE DISPLAY**  
ITEM 23438-122 | 35Wx19Dx16H



**J. RENEW 12X20 TRAY**  
ITEM 23435-122 | 12Wx20Dx19H



**K. RENEW 10X12 TRAY**  
ITEM 23436-122 | 9Wx11Dx15H

RENEW COLLECTION

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# Onyx Collection

## New Buffet Collections

*A Sleek Black Metal Industrial Collection*



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# Classic Expansion



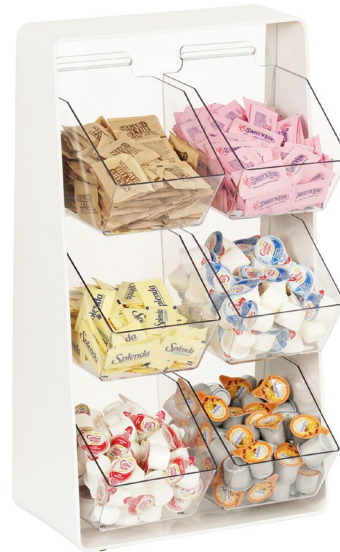
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# Classic in White



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# 2024 New Melamine Collections

5 NEW Collections!

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# 2024 New Melamine Inspiration

Asian Inspired



Nomi: an Asian Inspired Collection

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# 2024 New Melamine Collection

Nomi



Nomi: an Asian Inspired Collection

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# 2024 New Melamine Inspiration

## Hand Thrown Pottery

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# 2024 New Melamine Collection

## Hand-Thrown Collection

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Hand-Thrown: a Modern Organic Collection

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# 2024 New Melamine Inspiration

## Soft Curves & Rounded Edges

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# 2024 New Melamine Introduction: Oslo

Matte Finish in Black, Ivory, & White

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# White Collections: Square

## Melamine Expansion: Dinnerware

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# White Collections: Narrow Rim

Melamine Expansion: Dinnerware

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# White Collections: Rolled Edge

Melamine Expansion: Dinnerware



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# Hudson Collection

## Melamine Expansion: Buffet

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# Expanding New Categories

## Ribbed Trend

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# Expanding New Categories

## Ribbed Trend

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# Expanding New Categories

## New Merchandising Solutions

### New Merchandising Tables & Carts



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# Expanding New Categories

## Induction Pots!

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# Expanding Popular Collections

Madera, Blonde, Camden, Monterey

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# Sales Updates!

## Pillars of Success

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1. Sales



2. New Product Sales



3. "Can We?" Moments



4. Communication: Get the word out!



5. End User Opportunities

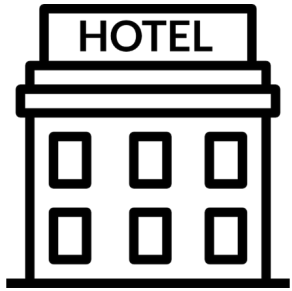


# Sales Updates!

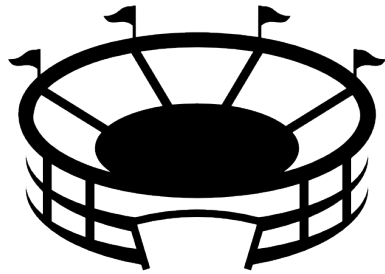
## Planning for Success

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Hotel & Resorts



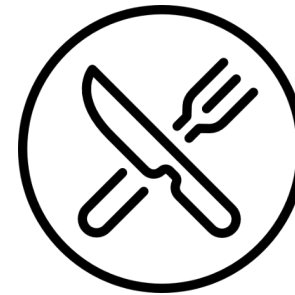
Stadiums & Entertainment



Casinos



Restaurants & National Chains



Universities



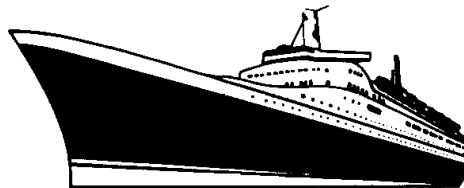
Business & Industry



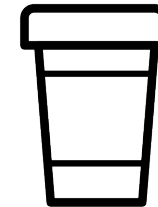
Healthcare & Senior Living



Cruise Lines



C-Stores



Government



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# Sales Updates!

## Planning for Success

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### End User Emphasis in Markets



### Dealer Training & Engagement





Questions? Comment your favorite!

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POKE  
*bar*

