

# CABELA'S

buda and ft worth, texas

GFRG



Cabela's is the world's largest mail-order, internet and retail outdoor outfitter in the world. The company started exclusively as a mail-order business, but the retail division has strived to produce shopping centers intended to be "as much wildlife museums and education centers as retail stores." In fact, long distance visits to these retail "destinations" are so frequent that the stores' Web sites list nearby hotels.

Stromberg is a well-proven expert in creating customized products for themed locations. For the two Cabela's shopping centers in Texas which opened in May and June 2005, Stromberg was called in to provide highest-quality faux wood ceiling beams made from Glass Fiber Reinforced Gypsum (GFRG). Stromberg can fabricate elements to perfectly mimic the appearance of wood while providing the benefits of GFRG. Stromberg actually developed many of the techniques and technology in use with GFRG today.

## S T R O M B E R G

[www.4stromberg.com](http://www.4stromberg.com)  
903.454.0904