

For Immediate Release

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STRAUSS selects Columbus for its U.S. headquarters

Expansion marks the workwear brand's growing U.S. presence and adds to the Columbus Region's foreign direct investment momentum

Columbus, Ohio – Engelbert Strauss Inc., or simply STRAUSS, one of Europe's most recognized workwear and utility gear brands, will establish its U.S. headquarters, showroom and learning and development center in Columbus' Arena District. The company expects to create 30 new jobs, reinforcing the Columbus Region's position as a destination for global business expansion.

Founded more than 75 years ago, STRAUSS has grown from a family-run shop in Germany into a global brand known for high-performance workwear, design innovation, and craftsmanship. The company serves a wide range of industries, including agriculture, construction, logistics, trades and technical fields.

"Establishing our U.S. headquarters in Columbus is a major step in our international growth," said Henning Strauss, CEO of STRAUSS. "We were drawn to its position as a central business hub, the creative industry here, and the kind of pioneering spirit that matches our culture. This location gives us the ability to grow in the right way as Columbus grows, allowing us to be close to our customers. What's more: Columbus feels like we are coming home to family. We have found great partners here and at One Columbus in particular."

The office will also include a branded showroom to showcase the company's signature products and design ethos to North American clients. The space will bring new foot traffic and a distinctive international retail experience to the Arena District's evolving commercial landscape.

"STRAUSS brings international vision and even more creative spirit to the Downtown Columbus business community," said City of Columbus Mayor Andrew J. Ginther. "The Arena District has been an economic driver within our downtown for more than 25 years, and STRAUSS' decision to grow there will create new jobs and further benefit the energy and vibrancy of the area."

Foreign direct investment continues to shape the future of the Columbus Region. Nearly one-third of One Columbus' active project pipeline is represented by international companies, with recent wins spanning industries from advanced manufacturing to logistics and design.

“STRAUSS is the kind of company that reflects where the Columbus metro is headed,” said Jason Hall, CEO of the Columbus Partnership. “They’re an innovative global brand that is excited about calling our city their American home. STRAUSS could have chosen anywhere, and we are thrilled that the dynamic, mixed-use Arena District in Downtown Columbus came out on top nationally.”

The new facility will be located at 285 Cozzins Street in Columbus. Operations at the new STRAUSS headquarters will be built out during the first quarter of 2026.

You can view photos featuring STRAUSS CEO Henning Strauss, Columbus Mayor Andrew Ginther and Columbus Partnership CEO Jason Hall at the new location by [clicking here](#).

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About STRAUSS

Engelbert Strauss, or simply STRAUSS, is a global leader in workwear design and manufacturing. Founded in 1948, the family-owned company is overseen by brothers Henning and Steffen Strauss, the third generation of the Strauss family. Its iconic ostrich logo reflects the family’s name and roots – Strauss means ostrich in German. The Ostrich is trusted by tradespeople, builders, farmers, and DIYers across the globe for its pioneering style of technical, multi-pocket workwear that melds performance and function with comfort and design. For more, visit [STRAUSS.com](https://www.strauss.com).

About the Columbus Partnership

The Columbus Partnership brings together civic-minded business leaders to advance a shared vision to make Columbus the most prosperous region in the country. Columbus Partnership member CEOs are committed to the future of the Columbus metropolitan area through high-impact civic and philanthropic engagement. Through our One Columbus and Smart Columbus brands and investor support, our team works to help create jobs and attract capital investment, expand access to opportunity, and improve the economic competitiveness of the Columbus Region. Learn more at [columbusregion.com](https://www.columbusregion.com).