

STRAUSS BECOMES PARTNER OF THE UEFA EURO 2024™

Official tournament workwear from Engelbert Strauss



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Engelbert Strauss is the official workwear partner of the men's UEFA European Football Championship 2024 in Germany. With the slogan "United Works", the work- and utility-wear company is supporting the builders and makers behind the event, who are working towards a successful UEFA EURO 2024. Together with UEFA and their partners, Strauss will make the football festival possible to generate a wave of excitement across the world. The company is taking its premium portfolio to a new level with its commitment. Strauss has signed professional players Giulia Gwinn and Laura Freigang as ambassadors and as part of their Strauss EURO Crew.

Frankfurt – Right before the draw for the qualifying groups of the UEFA European Championship 2024 in Germany, Strauss announces its involvement in the tournament as the official workwear partner at the new DFB campus.

„The UEFA European Football Championship makes the hearts of football fans beat faster worldwide,” says Strauss Brand Director and CEO, Henning Strauss. “Strauss is the workwear partner of the tournament – of those working behind-the-scenes to deliver this global football festival. We're all working towards the next football festival in Germany in the summer of 2024.”

Guy-Laurent Epstein, UEFA Marketing Director, endorses the collaboration: “We are honoured that Engelbert Strauss is building on its partnership with the UEFA Europa League and the UEFA Europa Conference League and is now becoming a sponsor of our flagship men's national team tournament – the UEFA EURO. Supporting those who work hard is something UEFA and Engelbert Strauss have in common, and we look forward to developing our ever-expanding partnership even further over the coming years.”

Strauss announces the signing of the rising football stars Giulia Gwinn and Laura Freigang who will be the ambassadors of the Strauss EURO Crew. “This is the kick-off of the next big thing. We're looking forward to being part of the Strauss EURO crew! We'll provide great insights of the work in front and behind the scenes around this football festival,” says Giulia Gwinn.

ABOUT STRAUSS

Engelbert Strauss is one of the world's leading manufacturers of workwear, utility-wear and protective equipment. Strauss products has achieved cult status with fans. As one of the top five online retailers in Germany, Strauss has been a leader in customizing and branding for decades. Based in the Main-Kinzig district of Hessen outside Frankfurt, Strauss employs 1,600 people and manufactures in 27 countries worldwide, with a focus on Southeast Asia and a CI Factory in Bangladesh.

Strauss is a long-standing Association Partner of the German Football Association and Official Partner of the German national football team. With a sports sponsorship strategy focused on the premium sector, Strauss has been an Official Sponsor of the UEFA Europa League and the UEFA Conference League since 2021. Strauss also supports the Champions Hockey League as a Presenting Partner. The ostrich also flies in virtual stadiums, and you'll see it in-game in FIFA 23.

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