



Sierra Instruments Launches New Website & E-Commerce Portal

Richer Site Information Simplifies Flow Meter Selection & Purchase

Monterey, California — December 15, 2015 — [Sierra Instruments](#), global manufacturer of high-performance flow meters for nearly every gas, liquid, or steam application, announces the launch of their completely redesigned [sierrainstruments.com](#) website and e-commerce portal. It has been carefully developed to help engineers, purchasing agents, and facilities managers quickly find product information, and easily specify and purchase the right flow meter for their application. With its product application filtering system, customer account portal, product configurator, and e-commerce capability, Sierra's site makes flow meter selection fast and easy, providing an unprecedented customer experience.

“Our new website marks a strategic shift,” says Erica Giannini, Marketing and Web Manager. “Our goal as a company is to challenge the status quo in everything we do, from product innovation to all aspects of user experience, and our new website now demonstrates it. Our vision was to make it incredibly easy and painless for our customers to quickly find the right flow meter information for their application and make the purchase. Our new configurator tools and online store bring this customer experience to a whole new level.”

Sierra has designed every aspect of the site with customers in mind, incorporating the latest web design features and functionality. Users can search for their flow meter or controller by gas, liquid, or steam; by application; or by product. For product specification, web-based product configurators can recommend the exact model code a customer will need for their application, allowing them to purchase online immediately after configuration. All Sierra products are now offered online and are available for next-day delivery.

New website features include:

- Product filtering system: Filter by fluid, flow rate, pipe size, and more...
- Find products quickly: Search by products, type & tech, or model code
- E-commerce portal and buy-it-now purchasing
- Online Return Material Authorization (RMA) portal and online RMA submittal
- New Explore & Learn: Search by application, watch videos, read blog posts

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NORTH AMERICA
5 Harris Court, Building L / Monterey, CA 93940
800.866.0200 / 831.373.0200
fx 831.373.4402
[www.sierrainstruments.com](#)

EUROPE
Bijlmansweid 2
1934RE Egmond aan den Hoef
The Netherlands
+31 72 5071400 / fx +31 72 5071401

ASIA-PACIFIC
Second Floor Building 5, Senpu Industrial Park
25 Hangdu Road Hangtoun Town
Pu Dong New District
Shanghai, P.R. China 200122
+8621 5879 8521/22 / fx +8621 5879 8586



About Sierra

A global leader in flow measurement and control for over 40 years, Sierra instruments designs and manufactures high performance flow instrumentation for gas, liquid and steam applications commonly found in the scientific research, oil & gas, energy and semi-conductor industries. With over 150 offices in 50 countries, Sierra is uniquely positioned to provide their innovative products and lifetime support for the leading companies of today and the growth enterprises of tomorrow.

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