



## Sierra Celebrates 50 Years of Flow Innovation and the Beginning of a New Era

**May 2023 -Monterey, CA** – Incorporated in 1973, [Sierra Instruments](http://www.sierrainstruments.com) has become recognized globally over the last 50 years for its pioneering innovations in flow measurement technology. The TASI Group acquired the family-owned enterprise in 2019 and remains dedicated to building on the core values that made Sierra a success. Sierra is celebrating over 50 years of flow innovation with the release of a new video and a timeline that presents its inspiring story. <http://www.sierrainstruments.com>

### How it All Begin - A Passion for Flow

Sierra was founded in Minnesota with a passion for developing flow meters for industrial environments. In 1975, Sierra moved to California's spectacular Central Coast. And in 1977, Dr. John Olin, the founder of the modern-day Sierra, acquired complete ownership of the company. In the following decades, he and his team designed and manufactured innovative flow instrumentation for nearly every gas, liquid, and steam application.

But the big question at the heart of every challenge they faced was always the same: How is high accuracy achieved and maintained when things change? His engineering team's feverish pursuit of that moving target established Sierra as one of the undisputed global leaders in flow measurement. But as Dr. Olin will attest, Sierra's success is due to its people's hard work at every level of the organization. Credit is due to a team who approaches their craft with dedication, expertise, and a focus on delivering operational excellence that customers can rely on.

### Innovation & Excellence as A Foundation

Dr. Olin's passion for excellence was a core value he instilled in his children. From an early age, his son Matthew Olin felt that spark for design and innovation and a desire to continue to build Sierra into a global leader. In 2003, Matthew succeeded his father as President and CEO. Later, Matthew's sister Erica Giannini joined as Director of Marketing. Under Matthew's leadership, Sierra launched game-changing flow measurement innovations like [SmartTrak](#) and [QuadraTherm](#) mass flow meters. QuadraTherm marked a disruptive breakthrough in thermal dispersion technology. With its sensor design advancements, coupled with a proprietary qTherm "Brain," QuadraTherm established itself as the most accurate thermal meter in the industry.

-MORE-

---

#### NORTH AMERICA

5 Harris Court, Building L / Monterey, CA 93940  
800.866.0200 / 831.373.0200  
fx 831.373.4402  
[www.sierrainstruments.com](http://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



Under Matt's leadership, Sierra expanded its global reach with new locations in China and India and acquired UK-based CP Engineering for Sierra's Automotive Test Division. Combined with Erica's marketing vision and expertise, the brother and sister duo helped Sierra grow to establish a strong global presence across 150 locations in over 50 countries.

### **Delivering on the Promise of Operational Excellence**

In 2019, Sierra was acquired by the [TASI Group](#) and has benefited from their vision of operational excellence, geographic expansion, and innovation. Today, under the leadership of James Earle, General Manager, the new Sierra team continues to provide advanced flow solutions for the world that regulate greenhouse gases, convert waste to energy, and deliver life-saving vaccines. They control industrial processes and help create silicon chips that enable our everyday life.

Celebrate 50 years of flow innovation with us – Experience the Sierra Story through a Video and Timeline – <https://www.sierrainstruments.com/promo/sierra50>

#####

---

#### **NORTH AMERICA**

5 Harris Court, Building L / Monterey, CA 93940  
800.866.0200 / 831.373.0200  
fx 831.373.4402  
[www.sierrainstruments.com](http://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