

VEGA Americas is investing in sales, service, and training operations in Texas, Oklahoma, eastern New Mexico, and northwest Arkansas

(CINCINNATI, OH) October 19, 2020 – VEGA Americas, Inc., a leader in industrial level and pressure measurement instrumentation, is expanding its operations and growing its workforce across Texas, Oklahoma, and parts of New Mexico and Arkansas. The company is expanding its sales force, increasing field service support, and investing in training capabilities to serve everywhere from the Gulf Coast to the High Plains and everywhere in between.

VEGA is implementing a direct sales model in the region to accommodate the company's steady growth and maximize the region's potential. In the short-term, the company will be hiring sales, service, and marketing to cover Texas, Oklahoma, eastern New Mexico, and northwest Arkansas, and in the long-term, the company will expand its office in the Greater Houston area. These investments in additional personnel and office space will enable the company to directly support customers in the variety of industries Texas, Oklahoma, New Mexico, and Arkansas have to offer.

"VEGA has a long history of working closely with our customers, helping them find the best measurement solution for their process," said John Groom, Co-CEO of VEGA Americas. "This not only helps our customers make their processes safer and more efficient, but it allows us to make constant improvements to our instrumentation."

VEGA sensors perform critical measurement tasks in the Oil & Gas, Refining, and Petrochemical industries in addition to making important process measurements inside municipalities, Food and Beverage facilities, and other industrial plants, all of which play a prominent role in the Texas, Oklahoma, New Mexico, and Arkansas economies. By working directly with these facilities, VEGA will provide optimal service and support to plant managers, engineers, and technicians, enabling them to operate more safely, reliably, and efficiently.

"One of our core values at VEGA is 'responsiveness'," said John Kronenberger, Co-CEO of VEGA Americas, "and by making these investments across the great states of Texas, Oklahoma, New Mexico, and Arkansas, we'll be able to provide better support to our customers and keep their processes running safely and efficiently."

VEGA uses radar, guided wave radar, pressure, and radiometric technologies, among others, to make all-important level, point level, and pressure measurements. Most instrumentation is manufactured in the United States, and 85% of products ship within 2 – 5 business days of placing an order.

About VEGA Americas

For more than 60 years, VEGA has provided industry-leading products for the measurement of level and pressure in the process and automation industries, including energy, petrochemical, chemical, oil and gas, pulp and paper, pharmaceutical, mining, plastics, food and beverage, bulk solids, and water and wastewater. VEGA's full product line of instrumentation utilizes a variety of technologies, enabling the company to offer its customers in more than 80 countries around the world one of the most complete ranges of measurement solutions in the industry.

VEGA Americas designs, manufactures, and sells these products throughout North, Central, and South America and is a wholly-owned subsidiary of VEGA Grieshaber KG, headquartered in Schiltach, Germany. A third-

generation family-owned company led by Isabel Grieshaber, VEGA employs than 1,480 people around the world, 300 of which are employed with VEGA Americas.

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