

# Whiteflash Receives 2011 Better Business Bureau 'Winner of Distinction' Award

HOUSTON, Texas, May 18, 2011 (SEND2PRESS NEWSWIRE) – For the sixth consecutive year Whiteflash, Inc. has received the “Winner of Distinction” award from the Better Business Bureau (BBB). The honor recognizes the commitment to integrity and top quality customer care that are the foundations of the Whiteflash mission and company culture.

Again this year BBB judges were impressed with hundreds of [reviews and testimonials](#) posted by delighted Whiteflash customers both locally and around the globe attesting to the fact that nothing is more important in the Whiteflash philosophy than providing a wonderful experience to each and every customer.

Judges also noted the significant achievement of Whiteflash being awarded certification for the [ISO 9000](#) total quality management system. They are the only jeweler to have earned this prestigious honor.

Whiteflash has long enjoyed a global reputation for the outstanding quality of its certified diamonds and fine jewelry. Their [A CUT ABOVE®](#) brand of super ideal cut diamonds is considered by diamond experts and connoisseurs to be among the most elite diamonds in the world. The local market has discovered Whiteflash as well, and the Houston showroom and manufacturing facility is serving a rapidly growing number of customers every day.

In describing the most recent honor bestowed upon her company, CEO Debi Wexler had this to say: “The entire [Whiteflash Team](#) takes pride in serving a very sophisticated clientele and is pleased to have been recognized once again for outstanding performance as one of the leading companies in the jewelry industry.”

## **About Whiteflash:**

Whiteflash is a full scale manufacturing jeweler specializing in Ideal Diamonds and Fine Bridal Jewelry and stocks the biggest inventory of AGS Certified Ideal Cut Diamonds in the world.

The award winning Whiteflash.com website, described by Kiplinger’s Magazine as the “Lord of the Online Rings” enables shoppers the world over to view, compare and purchase top quality diamonds, engagement rings and fine jewelry in a convenient and secure environment.

For more information, log on to <http://www.Whiteflash.com> or call 877.612.6770.

– Photo Caption: Debi Wexler of Whiteflash accepts BBB award.

– RSS news feed for Whiteflash, Inc.:

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