

# Whiteflash Announces Expansion of A CUT ABOVE Princess Super Ideal Diamonds

HOUSTON, Texas, June 6, 2011 (SEND2PRESS NEWSWIRE) – Whiteflash Inc. announced today a new promotion in celebration of their expanded line of **A CUT ABOVE® Princess** Diamonds – the stunning sister to their internationally recognized super ideal **A CUT ABOVE® Hearts and Arrows** Round Diamonds.

Whiteflash is executing on their long term plan to have the largest in-house inventory of AGS0 Ideal Princess cut diamonds of any jeweler in the world. Building and maintaining a world-class inventory of the most sought-after sizes and qualities in Certified Ideal princess cuts is a huge challenge as AGS Laboratory (<http://www.agslab.com/>) cut quality standards are intensely demanding. The requirements for **A CUT ABOVE® Princess Super Ideal** are another level higher making them the most elite princess cut diamonds in the world with light performance, fire and brilliance at the extremes.

According to Whiteflash CEO Debi Wexler: “We are very proud to have developed the capability of bringing these extraordinary gems to the consumer market. **A CUT ABOVE Princess** represents ‘the best of the best’ and this is what inspires us as a company. We aim for the top in the quality of our diamonds, in the extensive information we provide about our products, our industry best assurance policies, and of course in the dedicated customer care that is the cornerstone of our success.”

As a full service manufacturing jeweler Whiteflash is highlighting their new expanded inventory of these remarkable gems by offering a discount of 10 percent on all diamond mountings with the purchase of any **A CUT ABOVE® Princess**. Promotion runs through July 30, 2011

## **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](http://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.

Whiteflash is the first jeweler in the world to attain **ISO 9001** certification for total quality management.

For more information, log on to [www.whiteflash.com](http://www.whiteflash.com) or call 877.612.6770.

News issued by: [Whiteflash.com](http://Whiteflash.com)



Send2Press® Newswire

Original Image: [https://send2pressnewswire.com/image/11-0606-whiteflash\\_72dpi.jpg](https://send2pressnewswire.com/image/11-0606-whiteflash_72dpi.jpg)

# # #

Original Story ID: 2011-06-0606-003 (7021) :: 2011-06-0606-003

Original Keywords: Whiteflash Inc, Hearts and Arrows Round Diamonds, super ideal cut, A CUT ABOVE, Debi Wexler, promotion, online jeweler, ISO 9001, AGS certified, AGS0, gems, fashion, retail, manufacturer, jewelry, online, store, internet, Houston Texas business news Whiteflash.com Houston Texas HOUSTON, Texas

Alternate Headline: Whiteflash Inc. expands A CUT ABOVE Princess Super Ideal Diamonds

**NEWS ARCHIVE NOTE:** this archival news content, issued by the news source via Send2Press Newswire, was originally located in the Send2Press® 2004-2015 2.0 news platform and has been permanently converted/moved (and redirected) into our 3.0 platform. Also note the story "reads" counter (bottom of page) does not include any data prior to Oct. 30, 2016. This press release was originally published/issued: Mon, 06 Jun 2011 18:39:49 +0000