

Whiteflash Announces New Proprietary AGS Certificate for A CUT ABOVE

HOUSTON, Texas, Jan. 4, 2012 (SEND2PRESS NEWSWIRE) – Whiteflash is proud to present the latest collaboration with AGS Laboratories: The New AGS Proprietary Light performance Diamond Quality Document for Whiteflash A CUT ABOVE® Diamonds. As a company committed to providing diamond shoppers with the largest selection of ideal diamonds in the world together with the most comprehensive diamond information available, this new document is the latest step on the Whiteflash path to providing their customers with a Brilliant Diamond Buying Experience®.

This new document is being created in partnership with AGS Laboratories, the pioneers of the Ideal Cut Grade for Diamonds. AGS Laboratories has long been considered the leading authority on diamond cut quality. The Proprietary Light Performance Diamond Quality Document adds to that prestigious legacy.

The document includes the following points of education and identification:

- A CUT ABOVE® logo: to distinguish the diamond as an elite member of the Whiteflash trademarked line of [A CUT ABOVE® Super Ideal Diamonds](#);
- AGS Laboratories Light Performance Grade: For distinguishing the diamond's Measurements, Cut Grade, Light Performance, Polish, Symmetry, Color Grade, Clarity Grade, Carat Weight, Proportional Diagram and Clarity Plot;
- AGS Laboratories Light Performance Map: to visually represent the brightness, contrast, less bright light return and light leakage;
- AGS Laboratories QR Code: for immediate AGS Verification using Android and Apple mobile devices.

The new AGS Proprietary A CUT ABOVE® Light Performance Diamond Quality Document provides another compelling reason to own one of the elite diamonds in the world. Astute diamond shoppers have long known that Whiteflash has the largest in-house inventory of [ideal diamonds](#) in the world, including their incomparable A CUT ABOVE® Round Hearts and Arrows and Princess Super Ideal Diamonds. They also appreciate the fact that every in-stock diamond is posted to the Whiteflash.com website with a comprehensive collection of gemological data and light performance imagery for a totally informed buying decision. Customers also enjoy the security of the Whiteflash Trade Up Policy; all in-house diamonds including A CUT ABOVE®, Expert Selection, and Premium Select categories come with a [lifetime 100% trade-up benefit](#), and all orders are backed by a complete satisfaction 30 day return policy.

The A CUT ABOVE® diamond is at the pinnacle of diamond cut quality, taking light performance to the extreme. From every angle in any lighting situation, an A CUT ABOVE® diamond will outshine all others, expressing the full beauty of the gem within. With each glance it will sparkle and flash, putting on its own magical light show. It has a dynamic personality reflected in each new moment, gathering light from the dimmest surroundings and scintillating with

fire in sparks of spectral color.

Purchasing any A CUT ABOVE® Diamond with the New AGS Proprietary A CUT ABOVE® Light Performance Diamond Quality Document can be done securely online at www.whiteflash.com or by calling toll free 877-612-6770 and speaking to a friendly and knowledgeable diamond and jewelry consultant.

About Whiteflash:

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

Whiteflash is the first jewelry retailer in the world to attain [ISO 9001](#) certification for total quality management.

For more information, log onto www.whiteflash.com or call toll free 877-612-6770.

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