

Whiteflash Named 2016 BBB Winner of Distinction

HOUSTON, Texas, May 23, 2016 (SEND2PRESS NEWSWIRE) – [Whiteflash Inc.](#), top tier retailer of ideal diamonds and fine bridal jewelry, was honored this week by the Better Business Bureau for excellence in quality control, customer satisfaction and community service. Named a 2016 Winner of Distinction from among all the retail jewelers in the greater Houston area, Whiteflash has now received high honors from the BBB for twelve consecutive years and maintains an A+ rating.



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The Better Business Bureau evaluates businesses on a comprehensive list of performance standards including quality of product, consumer education, innovation, social responsibility, and most importantly, customer care. Whiteflash received high marks for an outstanding record of customer satisfaction as reflected in the thousands of Whiteflash reviews found on independent third party review sites such as Google, [Yelp](#) and [iVouch](#) from customers all over the world.

With a stunning array of [designer engagement rings](#) and the finest crafted precision cut diamonds on the planet, Whiteflash combines a well-earned reputation for exceptional customer care with products and services that are recognized both domestically and internationally as the “best of the best.” [A CUT ABOVE®](#) super ideal diamonds, available exclusively at Whiteflash, are

considered among the finest diamonds in the world featuring proven light performance and exceptional beauty.

As members of the American Gem Society, an organization dedicated to consumer protection and education, Whiteflash keeps a laser focus on the customer experience. The combination of ISO 9000 Certified processes and a compulsive devotion to their clients drives the company in the quality of its products as well as the extensive information, education, expert guidance, and above all, customer care it provides.

Whiteflash CEO Debi Wexler had this to say about winning the award. "We are grateful to the BBB for again recognizing Whiteflash with the Winner of Distinction award. Our mantra is to deliver a brilliant experience to each and every customer. This honor provides validation of our efforts and keeps us motivated to maintain an uncompromising standard of excellence."

Added Eliezer Eber, Whiteflash COO, "Taking a process oriented approach though our ISO 9000 framework has enabled us to execute consistently as we grow our business. Having been honored now by the BBB for 12 years in a row is something we are all very proud of."

In addition to the international reach of their robust e-commerce site, the Whiteflash [Houston jewelry store](#) in Sugar Land Town Square now serves a growing local clientele. Customers can view top quality diamonds and a full line of engagement rings and fine jewelry by top brands including Verragio, Simon G, Ritani, Vatché, Danhov, and Benchmark, and receive pressure-free guidance from GIA and AGS trained diamond and jewelry consultants.

About Whiteflash:

Whiteflash is a top tier retail jeweler specializing in Ideal Diamonds, Designer Engagement Rings and Fine Bridal Jewelry. Their A CUT ABOVE® Super Ideal Diamonds are considered by trade experts and diamond connoisseurs to be among the finest 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, secure and information rich environment.

Whiteflash is the first jewelry retailer in the world to attain ISO 9000 certification for total quality management and welcome visitors to their Houston jewelry showroom located in the upscale community of Sugar Land, Texas. Whiteflash is a proud member of the American Gem Society.

For more information, log onto <http://www.whiteflash.com/> or call toll free 877-612-6770

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