

Whiteflash Re-Certified for ISO 9000 for the Sixth Consecutive Year

HOUSTON, Texas, Dec. 6, 2016 (SEND2PRESS NEWSWIRE) – Whiteflash Inc., international retailer of ideal diamonds and fine designer engagement rings, announced today that they have been recertified for ISO 9000 for the sixth consecutive year. International Standards Organization (ISO) certification requires documented and audited practices promoting top level quality control and continual improvement. Whiteflash is one of very few retail jewelers in the world to be [certified for ISO 9000](#).



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Quality expectations for buyers in this industry sector are significantly elevated. In addition to producing and selling products of very high dollar value, the diamond engagement rings that Whiteflash delivers are of utmost emotional importance to their customers. Quality control is therefore a critical element for success. [A CUT ABOVE® super ideal diamonds](#), available exclusively at Whiteflash, attract discriminating customers from all over the world who expect elite level diamond performance as well as impeccable jewelry craftsmanship.

In the words of Whiteflash COO Eliezer Eber, “Our customers are some of the most knowledgeable diamond and jewelry buyers in the world. Adopting ISO 9000 in our business has been instrumental to our success. It provides us a roadmap for capturing efficiencies, building our team, and consistently delivering a brilliant experience to our customers and vendors alike.”

Whiteflash VP Bryan Boyne adds, "In my view, the most powerful aspect of ISO 9000 is continual improvement. ISO enables us to continually reduce our rate of quality issues, and the associated financial and reputational costs. Those resources can then contribute to customer satisfaction and propel our growth rather than limiting it."

Having first achieved ISO certification in 2010, Whiteflash has successfully passed annual surveillance audits and full-certification audits consistently since that time. This year's audit was the latest thorough re-certification review, which is required every three years. Each year ISO Certified companies must demonstrate continued improvement of their systems and document their progress. Measures of success include shortened processing and delivery times, reduction in product non-conformities, and a higher customer satisfaction rate.

Whiteflash actively monitors customer feedback in a variety of ways including direct customer surveys and tracking third party [customer reviews](#) on sites such as [Yelp](#), [iVouch](#), and Google Reviews. In keeping with ISO principles, the recent launch of the Whiteflash mobile-first responsive website was an example of a long-term project involving hundreds of improvements made in collaboration with customers. Mr. Eber explained, "Feedback from customer surveys and a specially assembled focus group were critical to the successful roll out of this complex and vitally important project."

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 9001 certification for total quality management and welcome visitors to their Houston jewelry store located in Sugar Land Town Square.

Whiteflash is a member of the American Gem Society and recipient of the [BBB 2016 Winner of Distinction Award](#).

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

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