

[Your Company Letterhead]

[Date]

[Customer Name]

[Customer Address]

[City, State ZIP]

Dear [Customer Name],

We would like to take this opportunity to thank you for your valued partnership and continued trust in **[Your Company Name]**. We greatly appreciate your support and loyalty over the years.

We are writing to inform you of an upcoming adjustment to our pricing structure, effective **[Effective Date]**. This decision was made only after a thorough evaluation of recent and unforeseen increases in our operational expenses, particularly the rising costs of essential materials required to maintain our high standards of quality and service.

We understand that price changes can be unexpected, and we want to assure you that we remain committed to transparency in all aspects of our business. The new pricing will enable us to continue providing you with the reliable products and services you have come to expect from us without compromising on quality.

**Details of the Adjustment:**

- **Previous Price:** [Old Price/Details]

- **New Price:** [New Price/Details]

- **Effective From:** [Effective Date]

We sincerely appreciate your understanding regarding this necessary adjustment. If you have any questions or require further clarification, please do not hesitate to contact us at [Contact Information].

Thank you once again for your continued support and loyalty. We remain dedicated to serving you and delivering the highest quality products/services now and in the future.

Sincerely,

[Your Name]

[Your Position/Title]

[Your Company Name]

[Contact Information]