

Date: [Insert Date]

To: [Customer Name/Organization]

Subject: Advance Notification of Upcoming Price Adjustment

Dear [Customer Name],

At [Your Company Name], we are committed to providing you with the highest quality of products and services. We value your loyalty and thank you for your continued partnership.

We wish to inform you that, due to [briefly state reason, e.g., increased costs of raw materials, logistical expenses, enhancements in quality or service offerings], there will be an adjustment to our current pricing structure. This price adjustment is necessary to ensure we can continue delivering the value and service you expect from us.

New Price: [Insert brief pricing information or refer to attached price list]

Effective Date: [Effective Date]

All orders placed on or after the effective date will be subject to the new pricing. Orders placed before this date will be honored at the current rates. We recommend reviewing your upcoming needs and placing orders in advance if desired.

We understand that pricing changes can impact your budgeting plans. Please be assured that this adjustment is being made only after careful consideration, and remains essential for us to maintain the quality and service standards you expect from [Your Company Name].

If you have any questions or need further clarification, please feel free to reach out to your account representative or contact our customer service department at [phone number/email address].

Thank you for your understanding and continued trust in [Your Company Name]. We look forward to serving you for years to come.

Sincerely,

[Your Name]

[Your Position]

[Your Company Name]

[Contact Information]