

[Your Company Letterhead]

[Date]

[Customer Name]

[Customer Address]

[City, State, ZIP Code]

Dear [Customer Name],

We greatly value our relationship with you and appreciate your continued trust in [Your Company Name]. As part of our ongoing effort to ensure that we deliver the best value and service to our customers, we regularly review our pricing structure.

We are pleased to inform you that, effective [Effective Date], there will be a decrease in the price of [Product/Service Name]. The new price will be [New Price], a reduction from the current price of [Old Price]. This adjustment will be applied to all new orders placed on or after the effective date.

This price decrease is a result of [briefly explain reason, e.g., "improved operational efficiencies," "reduced supplier costs," "favorable market conditions"], allowing us to pass on the savings to you. Please rest assured that this change will not affect the quality or level of service you have come to expect from us.

Your satisfaction is our top priority, and we are committed to providing you with exceptional products and services at competitive prices. Should you have any questions or require further clarification regarding this price adjustment, please do not hesitate to contact our customer service team at [Customer Service Email or Phone Number].

Thank you for your ongoing support. We look forward to continuing to serve you.

Sincerely,

[Your Name]

[Your Position]

[Your Company Name]

[Contact Information]