

This **sample price adjustment letter** template addresses the necessary communication regarding changes in product rates. It clearly informs customers about the reasons for the price revisions, such as increased costs or updated product features, while maintaining transparency and professionalism. The letter aims to notify clients in advance, helping to manage expectations and sustain strong business relationships despite the adjustments in pricing.

[Your Company's Letterhead]

Date: [Insert Date]

To: [Customer Name]
Company: [Customer's Company Name]
Address: [Customer Address]

Dear [Customer Name],

We highly value the trust and partnership we have shared over the years. In our ongoing effort to provide the highest quality products and services to our clients, we periodically review our pricing structure to reflect changes in our operational costs and to continue delivering the best possible value.

Due to recent adjustments in raw material costs, as well as investments in product enhancements, we must update our current product rates. Effective [Effective Date], the revised prices for our products will be as follows:

- **[Product Name 1]:** [Old Rate] → [New Rate]
- **[Product Name 2]:** [Old Rate] → [New Rate]

Rest assured, these changes are essential to ensure we continue to meet your expectations with the highest standards of quality and service. We remain committed to supporting your business operations, and our team is available to discuss any concerns you may have regarding these adjustments.

Thank you for your continued understanding and support. Should you require any further information or wish to discuss the new pricing, please feel free to contact our customer support team at [Contact Phone/Email].

Sincerely,
[Your Name]
[Your Position]
[Your Company]
[Contact Information]