

**Date:** [Insert Date]

**To:** [Client Name or Company]

**From:** [Your Company Name]  
[Vendor Contact Name]  
[Vendor Address]

**Subject:** Vendor Price Adjustment and New Product Pricing Notification

Dear [Client Name],

We highly value your continued partnership and thank you for trusting [Your Company Name] as your preferred vendor. We are writing to inform you of important updates regarding our product pricing, specifically related to our newly launched products.

After a careful review of current market conditions, production costs, and our commitment to providing the highest quality products and services, we have updated our pricing for select new items. These changes reflect both improvements in product features and enhancements to our supply chain, allowing us to serve you better.

### Updated Product Pricing Details

Product Name / SKU	Previous Price	New Price	Effective Date
[Product A / SKU]	[\$Old Price A]	[\$New Price A]	[Effective Date]
[Product B / SKU]	[\$Old Price B]	[\$New Price B]	[Effective Date]

### Reasons for the Price Adjustment

- Introduction of enhanced product features and technology
- Increased costs in raw materials and logistics
- Commitment to maintaining superior product quality and support
- Investment in sustainable and responsible sourcing

### Key Benefits & Improvements

- Access to state-of-the-art products designed for optimal performance
- Improved after-sales service and support
- Longer product lifecycle and warranty extensions on select products

The new pricing will become effective as of **[Effective Date]**. Outstanding orders placed before this date will be processed at the current pricing.

We are committed to making this transition as smooth as possible and are available to discuss any questions or concerns you may have regarding these changes. Please do not hesitate to contact us directly at [Your Contact Information].

Thank you for your understanding and continued partnership. We look forward to bringing you the best products and services.

Sincerely,  
**[Vendor Contact Name]**  
[Title]  
[Your Company Name]  
[Contact Details]