

[Your Company Name]
[Company Address]
[City, State, ZIP Code]
[Phone Number]
[Email Address]
[Date]

To: All Valued Distributors
Subject: Official Announcement of New Product Rate Adjustments

Dear Distributors,

We sincerely appreciate your ongoing partnership and dedication as key distributors of our products. We are writing to inform you of upcoming **new product rate adjustments** that will take effect on **[Effective Date]**. This decision was made after a thorough review and consideration of current market conditions, increasing production costs, and our commitment to delivering products of the highest quality.

Details of the Revised Pricing Structure

- **Product Name 1:** [Old Rate] to [New Rate]
- **Product Name 2:** [Old Rate] to [New Rate]
- **Product Name 3:** [Old Rate] to [New Rate]

The revised rates are necessary to ensure we continue sourcing the finest materials, implementing the latest technologies, and complying with industry standards-all while striving to offer you the best possible products and services.

The new rates will come into effect starting from **[Effective Date]**. Orders placed before this date will be fulfilled at the current pricing, while all orders thereafter will reflect the adjusted rates.

We understand these changes may require adjustments in your order planning and sales strategies. Our customer support and sales teams are available to provide any assistance or clarification you may need regarding the new pricing structure.

We value your trust and cooperation, and remain committed to supporting your growth and success as our esteemed distributor. Thank you for your continued partnership.

Sincerely,

[Your Name]
[Your Title]
[Your Company Name]