

[Company Letterhead]

Date: [Insert Date]

Dear Valued Customer,

We would like to take this opportunity to thank you for your continued trust in [Your Company Name]. At [Your Company Name], we are committed to delivering the highest-quality products and services to our customers.

We are writing to inform you of an upcoming **price adjustment** that will take effect on [Effective Date]. This change is necessary due to a significant increase in costs for raw materials, transportation, and production over the past several months. As you are aware, supply chain challenges and inflationary pressures worldwide have contributed to these substantial cost increases.

We have made every effort to absorb these additional expenses for as long as possible. However, in order to maintain our high standards of quality and continue providing you with the products and services you expect from us, an adjustment in our pricing has become unavoidable.

- **New Price List:** The updated pricing will be available on our website and through your account representative starting [Date].
- **Effective Date:** All orders placed on or after [Effective Date] will reflect the new pricing structure.

We highly value your business and want to assure you that we remain dedicated to providing superior service and products despite these changes. If you have questions or would like to discuss how this may impact your account, please contact your representative or our customer service team at [Contact Information].

Thank you for your understanding and continued partnership. We appreciate your support as we navigate these economic changes together.

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]

[Contact Details]