

# Dear [Retail Partner/Store Manager],

We hope this message finds you well. We are excited to inform you about an upcoming refresh of our merchandise branding that will enhance your shopping experience and drive customer engagement.

Starting [start date], we will be introducing a new look for our retail products that reflects our commitment to innovation and quality. This refresh will include updated packaging, logos, and promotional materials designed to attract and retain customers.

We believe that this rebranding effort will not only modernize our offerings but also align with current market trends. We encourage you to look out for our new materials and implement them into your displays as they arrive.

Thank you for your continued partnership and support. We are excited to embark on this journey together and are confident that this branding refresh will bolster our sales and enhance our customers' shopping experience.

If you have any questions or need further information, please feel free to reach out to our branding team at [contact information].

Best regards,

[Your Name]

[Your Title]

[Company Name]

[Contact Information]