

Dear [Customer's Name],

We hope this message finds you well. We are reaching out to inform you about an adjustment to our pricing strategy that will take effect on [Effective Date].

After careful consideration and analysis of market trends, production costs, and customer feedback, we have decided to implement a pricing adjustment on our products/services. This change will allow us to continue providing you with the highest quality offerings and exceptional service.

Details of the changes are as follows:

- **Product/Service Name:** New Price - [New Price]
- **Product/Service Name:** New Price - [New Price]

We understand that pricing adjustments may raise concerns, and we want to assure you that we are committed to continuing to deliver value to our customers. As a token of our appreciation, we are offering a [Discount/Promotion] for all orders placed before [Promotion Expiration Date].

If you have any questions or concerns regarding this adjustment, please do not hesitate to reach out to us at [Contact Information].

Thank you for your continued support and understanding.

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