

# Notice of Phased Discontinuation of Product

Dear Valued Customer,

We are writing to inform you of the phased discontinuation of our product, **[Product Name]**, effective **[Effective Date]**. This decision has not been made lightly, but due to **[Reason for Discontinuation]**, we will be ceasing production.

The discontinuation will occur in the following phases:

- **Phase 1:** [Description of Phase 1, e.g., Last order date]
- **Phase 2:** [Description of Phase 2, e.g., Final shipment date]
- **Phase 3:** [Description of Phase 3, e.g., End of support date]

We encourage you to make any final purchases before the last order date to avoid any inconvenience. After this date, we will no longer guarantee availability of the product.

If you have any further questions or require assistance, please do not hesitate to contact our customer service team at **[Customer Service Contact Information]**.

We appreciate your understanding and support during this transition.

Best regards,

**[Your Company Name]**

[Your Company Address]

[Your Company Contact Information]