

[DATE]

[NAME]
[COMPANY]
[ADDRESS]
[CITY, STATE, ZIP]

Dear [NAME]:

PRICE INCREASE ON [PRODUCTS - ALL CAPS]

[NAME], effective [DATE], we will be raising prices on [PRODUCTS] by the following percentages:

- * [PRODUCT 1] — [PERCENTAGE]
- * [PRODUCT 2] — [PERCENTAGE]
- * [PRODUCT 3, ETC.] — [PERCENTAGE]

However, we are happy to announce that all [PRODUCTS] will be significantly reduced in price. Watch your price list for details. New catalog pages will be mailed to you before [DATE].

We at YOUR COMPANY] would like to thank you for your past support and wish you continued success in [YEAR].

Sincerely,

YOUR NAME
YOUR TITLE