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August 1, 1995

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Dear [recipient's name],

Price Hike Coming - You Can Still Buy Cheaply

You could save your company many dollars if you take advantage of pre price-hike clearance. As with most companies our costs are continually rising and the cost of orders we make to our

suppliers will be increasing sharply very soon. But at the moment we have plenty of stock of most product at last year's prices.

As a valued customer you can reap the benefit of buying early. Any order received before [date] will

be charged according to [give brochure name or number] price list.

Even if we are out of stock of your ordered item you will still receive it at that price when new stocks

arrive. We will bear the loss for you.

We look forward to receiving your pre price-hike order from you.

Sincerely,

[Sign here]

[type your name here]

[type your job title here]