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August 1, 1995

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Dear [recipient's name],

Name of Product

I believe you have recently begun marketing a product called [product name].

I believe this product may be of interest to our company at some point in the future.

Would you forward brochures and other relevant information about this product by return mail.

At a later date you may wish to arrange for a representative to call to demonstrate your latest version.

Sincerely,

[Sign here]

[type your name here]

[type your job title here]