[Company Letterhead/Logo]

[Date]

[Customer Name]
[Customer Address]
[City, State, Zip Code]

Subject: Strategic Update Regarding Our Pricing Structure

Dear [Customer Name],

We value the partnership we have built with [Customer Company Name] and remain committed to providing you with the highest quality of [Products/Services].

To ensure we can continue to deliver the level of innovation, service, and reliability you expect, we are performing a strategic adjustment to our pricing. Effective [Date], the price for [Specific Product/Service] will change to [New Price].

This adjustment is a result of [briefly mention reason, e.g., increased operational costs, investments in new technology, or market shifts]. This change allows us to maintain our standards of excellence and invest in future enhancements that directly benefit your business.

Any orders placed before [Date] will be honored at the current rate. Your account manager, [Name], is available to discuss how this adjustment fits into your upcoming projects and to answer any questions you may have.

We appreciate your continued trust and look forward to our ongoing collaboration.

Sincerely,

[Your Name]
[Your Title]
[Company Name]