

[Date]

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

Subject: Important Update Regarding Product Pricing

Dear [Customer Name],

We are writing to inform you of an upcoming adjustment to the pricing for [Product/Service Name], effective [Date].

As you are aware, the current market landscape is experiencing [mention specific reason: high demand, supply chain constraints, or increased raw material costs]. To maintain the high standard of quality and availability you expect from us, we are implementing a market premium of [Percentage/Amount] on our current rates.

This decision was made after careful consideration of the rising costs associated with [Reason]. Our goal remains to provide you with the best possible service despite these external market pressures.

Key details of the update:

- Current Price: [Price]
- New Price (including premium): [New Price]
- Effective Date: [Date]

All orders placed before [Date] will be honored at the previous pricing level. We value your business and appreciate your understanding as we navigate these market shifts.

If you have any questions regarding this adjustment, please contact your account representative at [Phone Number] or [Email Address].

Sincerely,

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