

[Date]

[Customer Name]

[Customer Address]

[City, State, Zip Code]

Subject: Important Update Regarding Seasonal Pricing Adjustments

Dear [Customer Name],

At [Company Name], we are committed to providing you with the highest quality [Products/Services] at the most competitive value. As part of our seasonal strategy to align our inventory with current market trends, we are pleased to announce a temporary price reduction on several of our key offerings.

Effective [Start Date], the following adjustments will be applied:

- [Product/Service 1]: [New Price] (formerly [Old Price])
- [Product/Service 2]: [New Price] (formerly [Old Price])
- [Product/Service 3]: [New Price] (formerly [Old Price])

These seasonal rates are designed to help you maximize your budget during the [Season Name] period. Please note that these prices will remain in effect until [End Date] or while supplies last.

You do not need to take any action; these discounts will be automatically applied to your upcoming orders. If you have any questions regarding these changes or would like to discuss a bulk purchase, please contact your account manager at [Phone Number] or [Email Address].

Thank you for your continued partnership.

Sincerely,

[Your Name]

[Your Title]

[Company Name]