

[Date]

[Customer Name]

[Customer Address]

[City, State, Zip Code]

Subject: Notification of Price Reduction for [Product/Service Name]

Dear [Customer Name],

At [Company Name], we are committed to providing our customers with high-quality products at the best possible value. Due to [reason for reduction, e.g., improved manufacturing processes / bulk savings / market adjustments], we are pleased to announce a formal price reduction for [Product/Service Name].

Effective [Date], the price of [Product/Service Name] will be reduced from \$[Old Price] to \$[New Price].

This change will be automatically applied to all future orders placed after the effective date. [Optional: If you have an existing subscription or contract, your next billing cycle will reflect this new pricing.]

We appreciate your continued business and look forward to serving you with these new savings. If you have any questions regarding this adjustment, please contact our support team at [Phone Number] or [Email Address].

Sincerely,

[Your Name]

[Your Title]

[Company Name]