

[Date]

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

Subject: Notice of Non-Renewal Due to Product Line Discontinuation

Dear [Recipient Name],

We are writing to formally notify you that [Company Name] will not be renewing our [Contract/Agreement Name] for [Product/Service Name], which is scheduled to expire on [Expiry Date].

This decision has been made because we are officially discontinuing the production and support of this specific product line. As part of our current strategic shift, we are refocusing our resources on new developments and alternative solutions.

Regarding our current agreement:

- All outstanding orders placed before [Date] will be fulfilled.
- Final invoices must be settled by [Date].
- Technical support for this line will remain available until [Final Support Date].

We value the relationship we have built with you and would like to discuss potential transition options or alternative products that may meet your needs. Our representative, [Name], will contact you shortly to answer any questions.

Thank you for your understanding and for your business over the past [Number] years.

Sincerely,

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