

[Date]
Recipient's Full Name
Street Address, including Unit or Suite Number
Town, State Zip Code

Dear Recipient
Re: Name of New Product You Are Introducing

As a valued customer of [ABC Company], I wanted to take this opportunity to tell you about an exciting new development for us. We have just expanded our product line to include offerings from [XYZ Company].

I have known [name of owner] from XYZ Company for a number of years, and I can tell you that his/her products are of the finest quality. I wouldn't have taken this step if I didn't feel that XYZ Company's products would complement our own and provide a real benefit to our customers.

The enclosed brochure will provide you with more information about XYZ Company and their product line. If you would like more information, please feel free to contact me at [your phone number and/or [e-mail](#) address].

When you are ready to order, we are available during [hours of service] or online at [your web site URL here].

We value your business and look forward to continuing to serving you in the future. Please don't hesitate to get in touch regarding questions you may have. I, and my staff, look forward to hearing from you.

Sincerely,

Your Name
Your Title