[DATE]

Contact Name

Address

Address2

City,

Province

Postal Code

**RE: OUR [COMPANY NAME] IS CHANGING**

Dear [CONTACT NAME],

Important news! You are about to get the same great service that you are accustomed to but under a new name!

[OLD NAME], a leader in [SPECIFY] since [YEAR], is now changing its name to [NEW NAME]. We believe this is identifying our expanding range of worldwide capabilities.

What it means is you will receive the same on-time delivery, the same fast, responsive service, and the same dedication to excellence you’ve come to rely on, only now from [NEW NAME].

As well you get an enhanced system – a one-stop resource with expanded capabilities – for meeting your total [PRODUCT/SERVICE] requirements – both domestic and international.

The name change will soon be on all our mailings, packaging, invoices and promotional materials. It is still the same company, just a new name. Please can you bring this announcement to the attention of your accounts payable department and direct them accordingly.

Warm regards from the team at [NEW NAME] (previously [OLD NAME]).

Kind Regards,

[YOUR NAME]

[YOUR TITLE]

[YOUR PHONE NUMBER]

[YOUREMAIL@YOURCOMPANY.COM]