

Letter head

Date

Client Name
Contact Name
Address
City

Dear (Contact Name)

Re: Paper Price Fluctuations

As you know, [Company Name] continuously investigates the market for high quality paper at the best possible price. We purchase paper in rolls direct from mills on an annual basis and receive volume discounts, which we pass on to you. We also purchased a sheeter and started sheeting paper to provide customers with additional savings, and now sheet over 90% of our paper.

[Company Name] works hard in other ways to keep costs in check. For instance our ECO film laminator, used to make final boards and acetates, helps contain costs.

Recently, however, the price of paper has fluctuated. Our suppliers announced a 5% increase in their prices. While this increase will be reflected in future quotes from [Company Name], we want you to know that our team of dedicated printing professionals will continue to find innovative ways to contain costs.

We will also continue to provide you with the fast, accurate pricing, the quality production and the timely delivery that you expect from [Company Name], your premier source for large-format litho printing.

If you have any specific questions about the impact this paper price fluctuation will have, please feel free to call me toll free - (800) 555-5555.

Yours truly,

Name
Title
[Company Name]