TO

**[Receiver Name]**

**[Receiver Title]**

**ADDRESS: [Receiver Address]**

**EMAIL:** **[Email Address]**

**PHONE: [Home Phone]**

FROM

**[Sender Name]**

**[Sender Title]**

**Sub:** Letter for introducing a new product

Dear Sir/Madam,

We,**[company name]** Company are pleased to introduce you to our new product in the market. We are thankful to you for the trust you showed in our company for **[years]**. The quality standard of the product is guaranteed by us. It has some new and excellent features which are fit for all our customers. It is already making its grasp on the market.

We are receiving a lot of positive responses and feedback. It is also very reasonable and certified by relevant bodies. Its features are **\_\_\_\_\_\_\_\_\_\_** and **\_\_\_\_\_\_\_\_\_\_**. We are sending a sample for you and there’s also a brochure attached for how to use it.

Our company is also offering a **[#]**% discount for all customers till Date: **[Date]** Date. We are looking forward to getting positive feedback from you.

Thank you for your time and consideration.

Yours faithfully,

**[Name]**