# New Product Launch Introduction Letter

**ZEM ELECTRICAL COMPANY**NEW YORK, 10010-4046
UNITED STATES OF AMERICA

Dear Mr. Baxter

It is with great pleasure to introduce to Standard Bank our latest money counter machine manufactured by the ZEM Electrical Company, that will revolutionize the financial industry. It is indeed one of the best latest products we have recently introduced to the market. The new product includes the note and coin counters, and they are currently the best in both quality and the price in the market today. Our claims are not based on our own judgment but rather, several clients and vendors who had the chance of testing the machines can attest to that. We request you to try out our new products in our factory and assure you that you will be amazed at the results it will produce.

We can guarantee that we will never compromise on the quality of our products. This product has also received excellent feedback from our clients who have already purchased it. We have launched our product at a great price so that every client will have an opportunity to use it and enjoy its features. We are grateful, as always, to know that you are one of our best customers. We were also pleased to receive your recent feedback on the money counters that you purchased and have taken the necessary steps to rectify the problem. We thank you for your continued support and participation in our company’s affairs.

This letter also serves to bring to your attention that the previous money counting machines will no longer be manufactured in our company. For that reason, we will not continue offering after-sales service after the products have all sold out from our distributors. Instead, we encourage you to take this opportunity to source this successor which is a great remodeling and renovation of the previous money counters. We have attached a booklet with this letter, inside it you will find all the information about the new money counter machine, it’s features and benefits.

Beginning next year, you will also now be able to have our new ultraviolet machines. We understand that the incidences of fake banknotes have been rising over the past years, so we want to ensure that your money is safe and well protected. Besides detecting fake notes, this machine is also capable of checking bank cheques and identification such as passports that customers present in your bank. We are confident that this will go a long way to reduce criminal activities.

We always strive to give our clients the best products that are not only effective, but they also have the best quality. We are grateful to you for always motivating us to do better with our products. We are excited about the new money counting machine, and we hope you will accept and appreciate this product as you have always done with the rest of our products. If you have any question or concerns regarding this new product, please do not hesitate to call me at 777-9999. Thank you for your continued support.

Respectfully
Jean Black

Sales Manager