**Letter for Announcement of Company Name Change**

Company’s name is the strongest identity of any firm. So when you are changing the name of your company, you must inform your business associates and institutions about the same for smooth and easy functioning. Make sure that this letter informs the new name and the date of effectiveness. Also mention the reason for changing the name of the organization along with a guarantee that you will still function with same commitment and dedication. It is important to inform that with name change, your values and quality will not change.

Here is a template of letter of announcement of company name change that helps you draft a professional and informative letter which you can personalize to frame letters for your suppliers, buyers and distributors.

**Sample Letter for Announcement of Company Name Change**

23rd June 2014

Amazing Technologies  
1234 Park Avenue Road  
New York

Sheila John  
5678 Abraham Lane

New York

Dear Mrs. Sheila John,

This is to inform that we, Simple Solutions, is changing our business name into Amazing Technologies. This name change will come into effect on 1st July, 2014.

We have come up with this name change because of our expanding business opportunities. We believe that with this change, we will be able to diversify our services and will also be able to reach to our neighboring countries. This is a step to move ahead in our desire to deliver better service to you, our valued customers.

We also want to promise you that despite the name change, we guarantee to provide you with the best of the goods and services that patriotically availed of and enjoyed. We also promise to bring to you a wider range of services in times to come. We hope to see you some time in our office so that we can show you our company’s new sign!

Thank you for your patronage. We hope to continue doing business with you in the future!

Sincerely,

Sharon Smith

CEO

Amazing Technologies