

## INTRODUCE A CATALOG OR BROCHURE

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## Introduction

A catalog or a brochure mainly consists of details about the company that is issuing it. These kinds of brochures are printed mainly to give customers a brief introduction about the company and its services. The catalog has all details written very specifically about the company.

Above that, these brochures are used to do publicity of the company and hence today prove to be a great marketing strategy. If you ever want to introduce your company by making a brochure then have a look at the below mentioned sample

## Introduce a catalog or brochure Tips

Here are some of the helpful tips to write a Catalogue Introduction Letter

- Keep the language simple so that readers do not find it difficult to read
- Talk about the company and the many services it offers
- Highlight all the positive aspects about the company
- Do not make grammar and spelling mistakes in the brochure
- Address the customers well
- Convince the readers to buy the products of your company
- Do not write the content in a brief manner

## Sample Introduce a catalog or brochure

From,

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date: \_\_\_\_\_ (Date on Which Letter is Written)

To,

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Subject: Catalogue Introduction Letter

Dear Reader,

I an executive of XYZ Company bring to you this brochure to majorly educate you and brief you about our company that supplies plywood of all types and shapes for our esteemed clients. It's been 10 years since we started selling these plywood and as its importance is growing day by day in each and every house hold we want you to take this opportunity and use the best available with us to decorate and furnish your homes.

We provide good quality plywood that will not attract any insects and rodents. Also the fine quality wood will not perish easily. For more details about our product you can visit our website, [www.xyz.com](http://www.xyz.com) or you can contact us on our number 9763098453.

Thanking You

Yours truly,

Name and Signature

## Introduce a catalog or brochure Template

From,

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Date: \_\_\_\_\_ (Date on Which Letter is Written)

To,

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Subject: Catalogue Introduction Letter

Dear \_\_\_\_\_(Readers)

I.....(name of the sender) am writing this letter on behalf of .....(name of the company) company to Mr. ....(name of the receiver) to mainly introduce our products and services. We supply good quality plywood to our customers on time. Also while delivering the material our suppliers make it a point to deliver the material without any damage. Thus if you are looking for timely services and good plywood, remember us and we would be there to provide you with the best product and service.

Yours Truly,

Name of the company

Sign of the authority

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