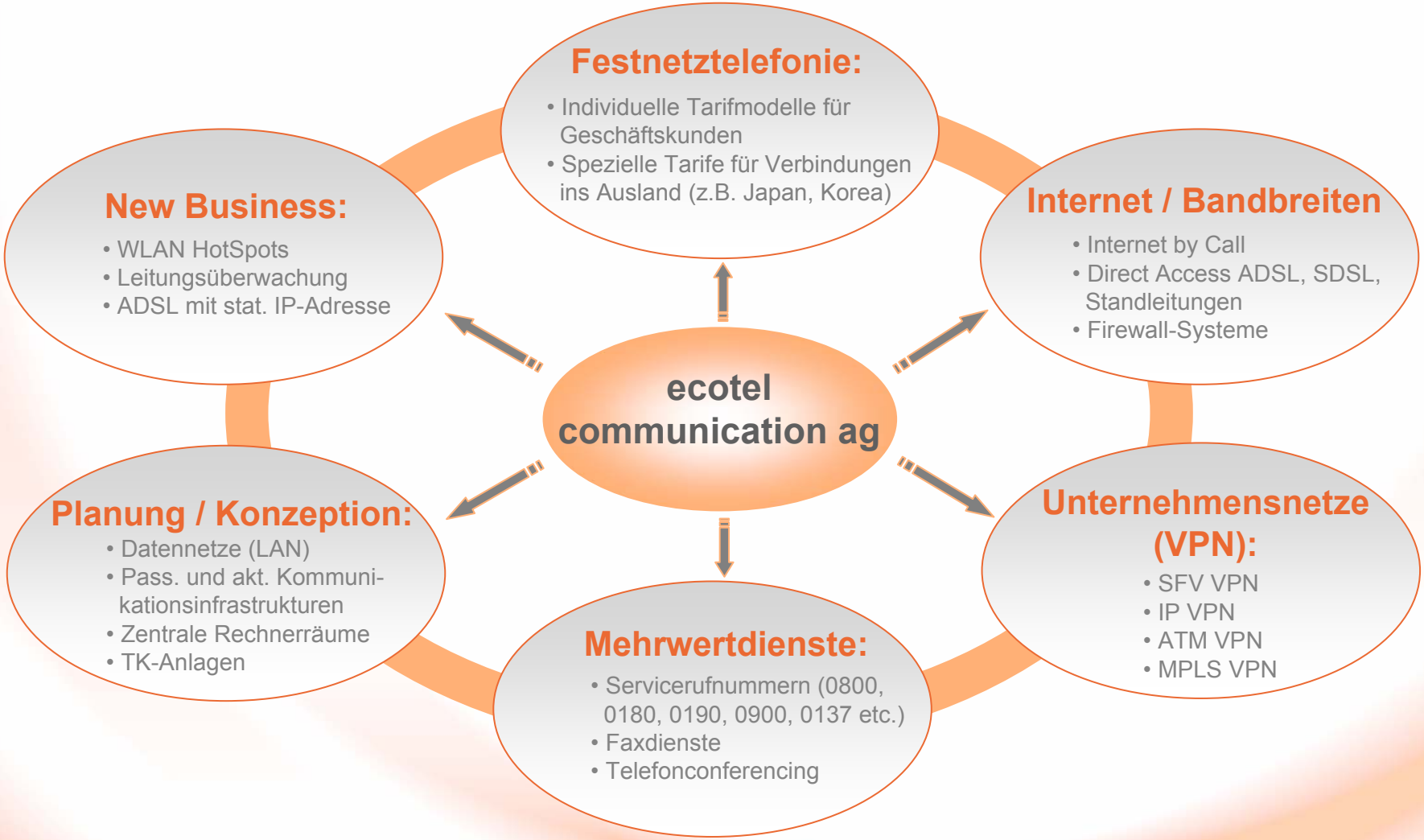Produktportfolio