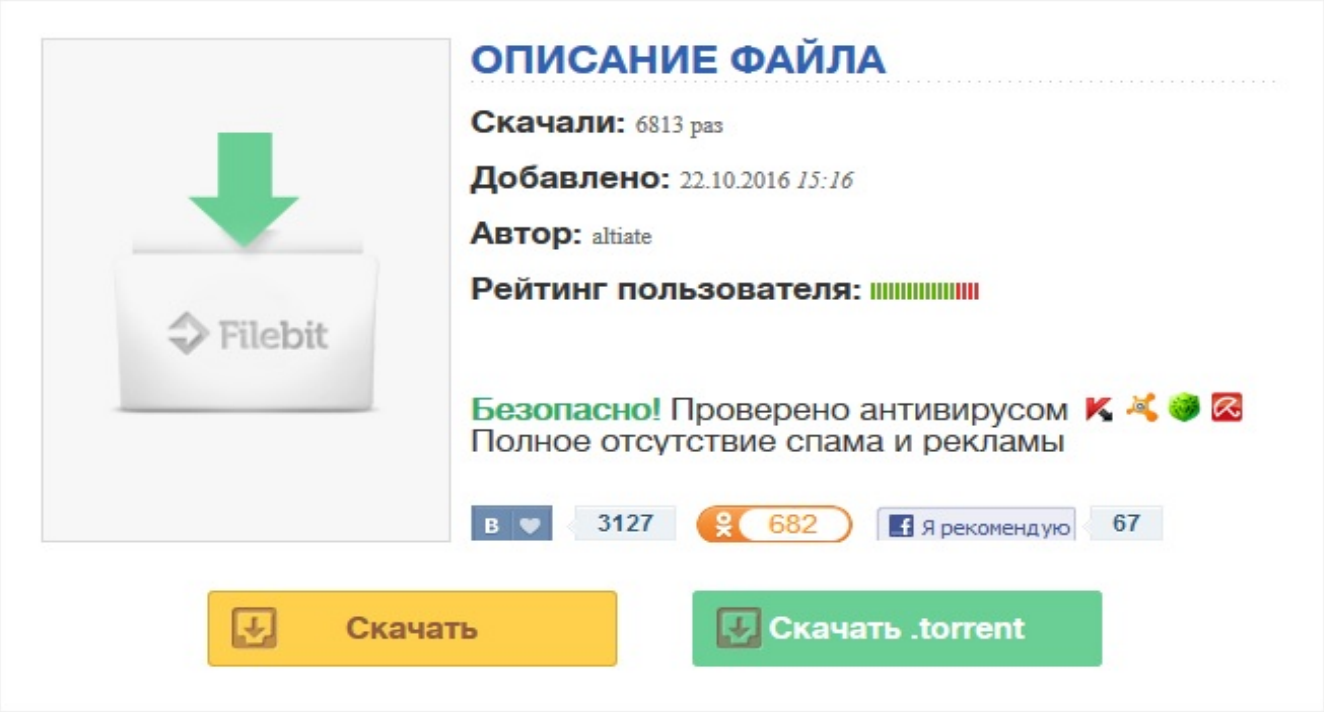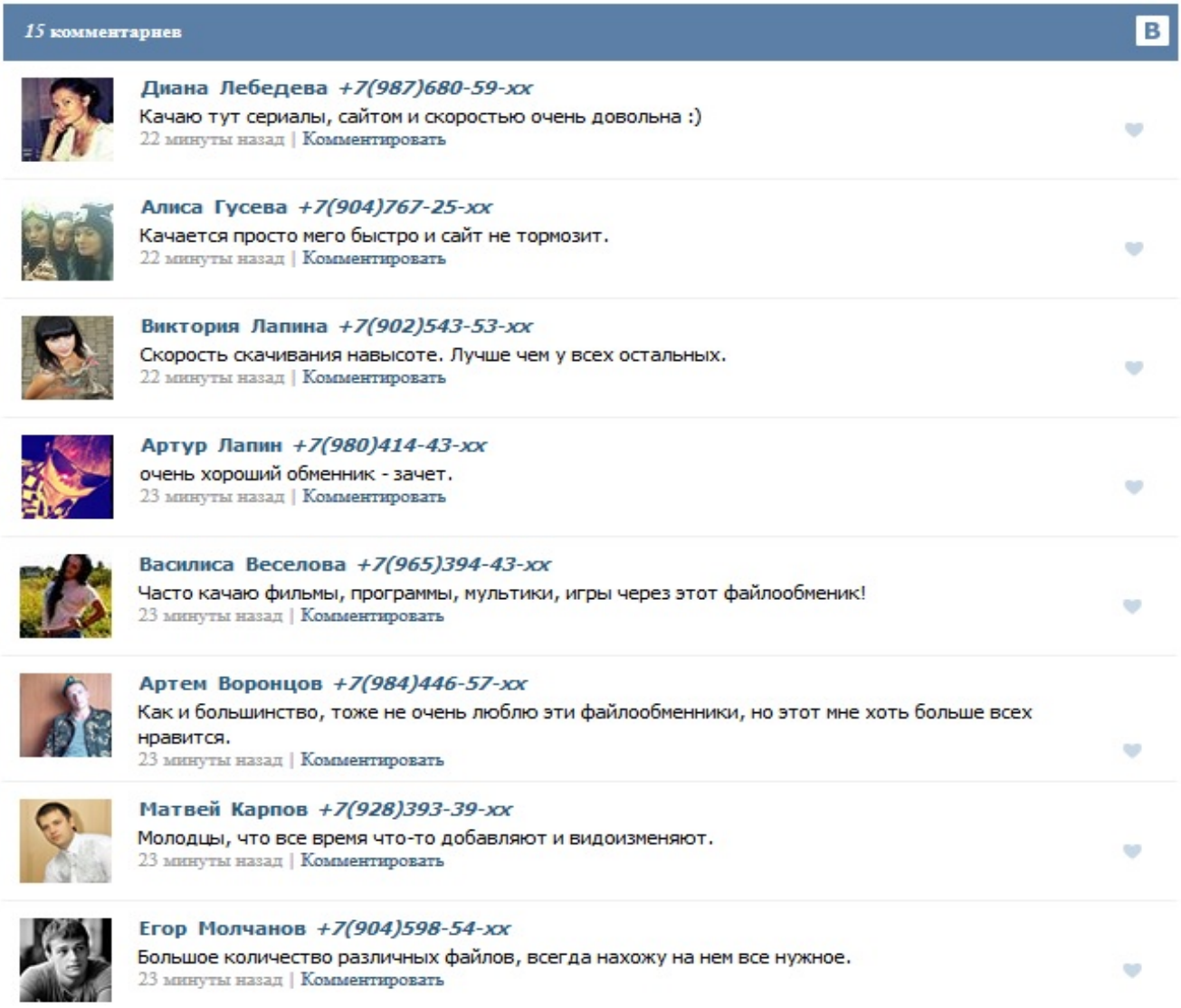полиграфия бланк официальный сайт