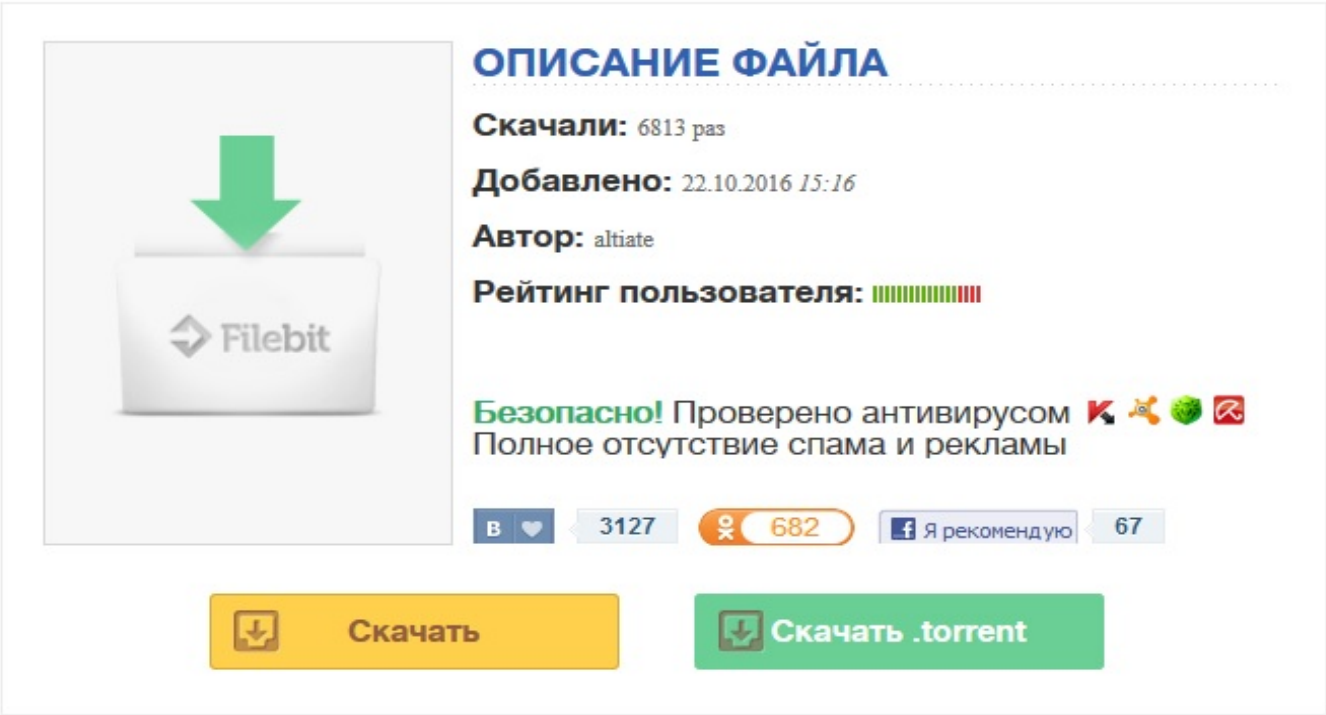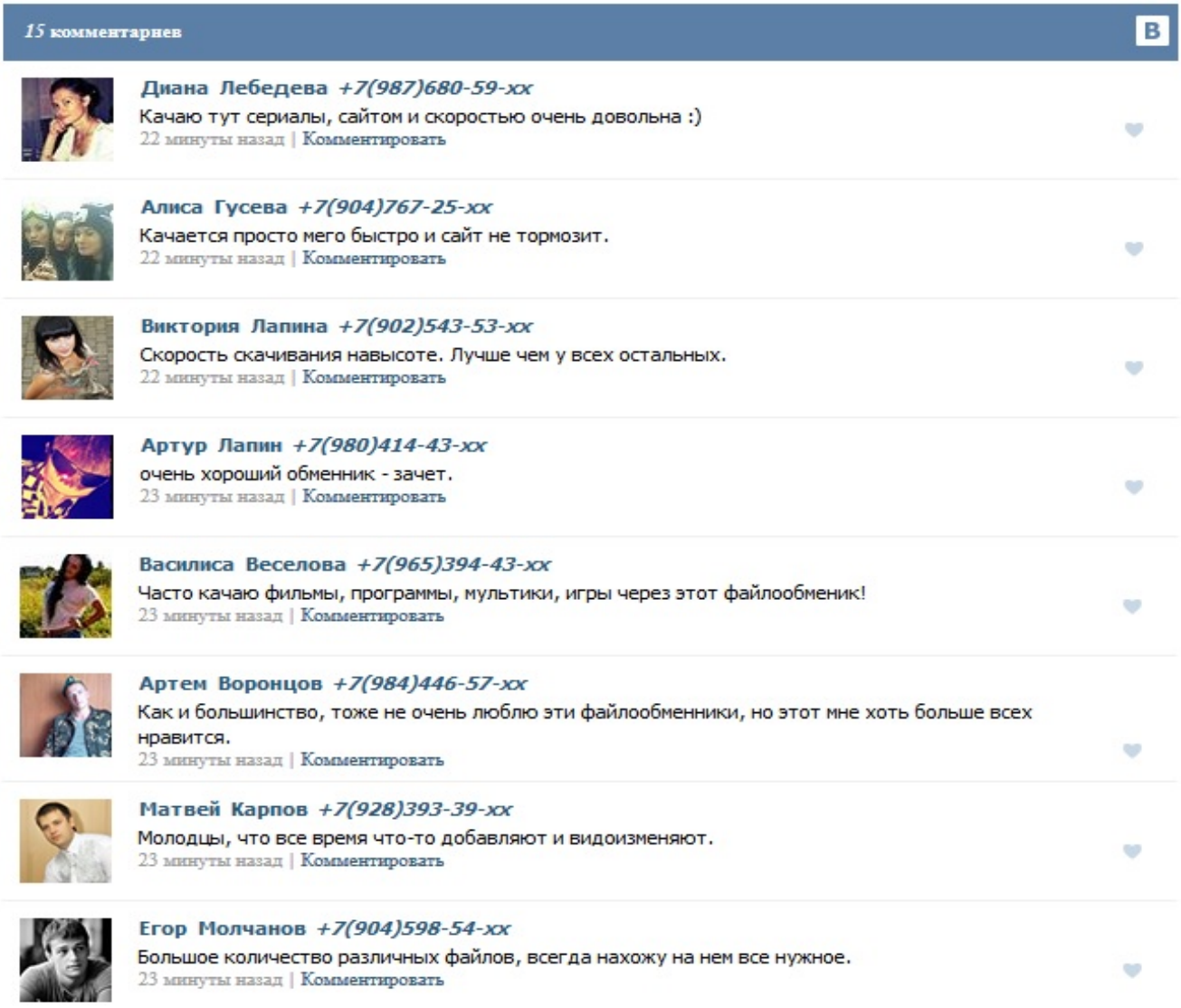бланкюме образец