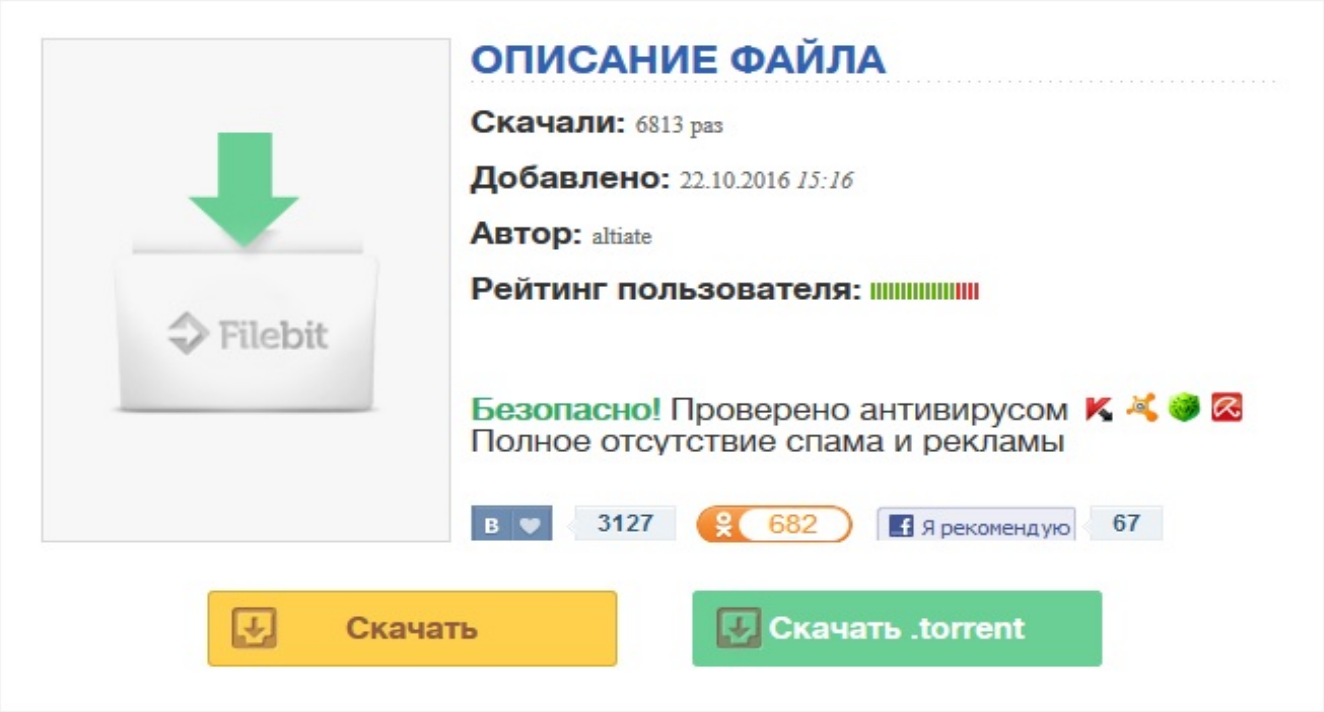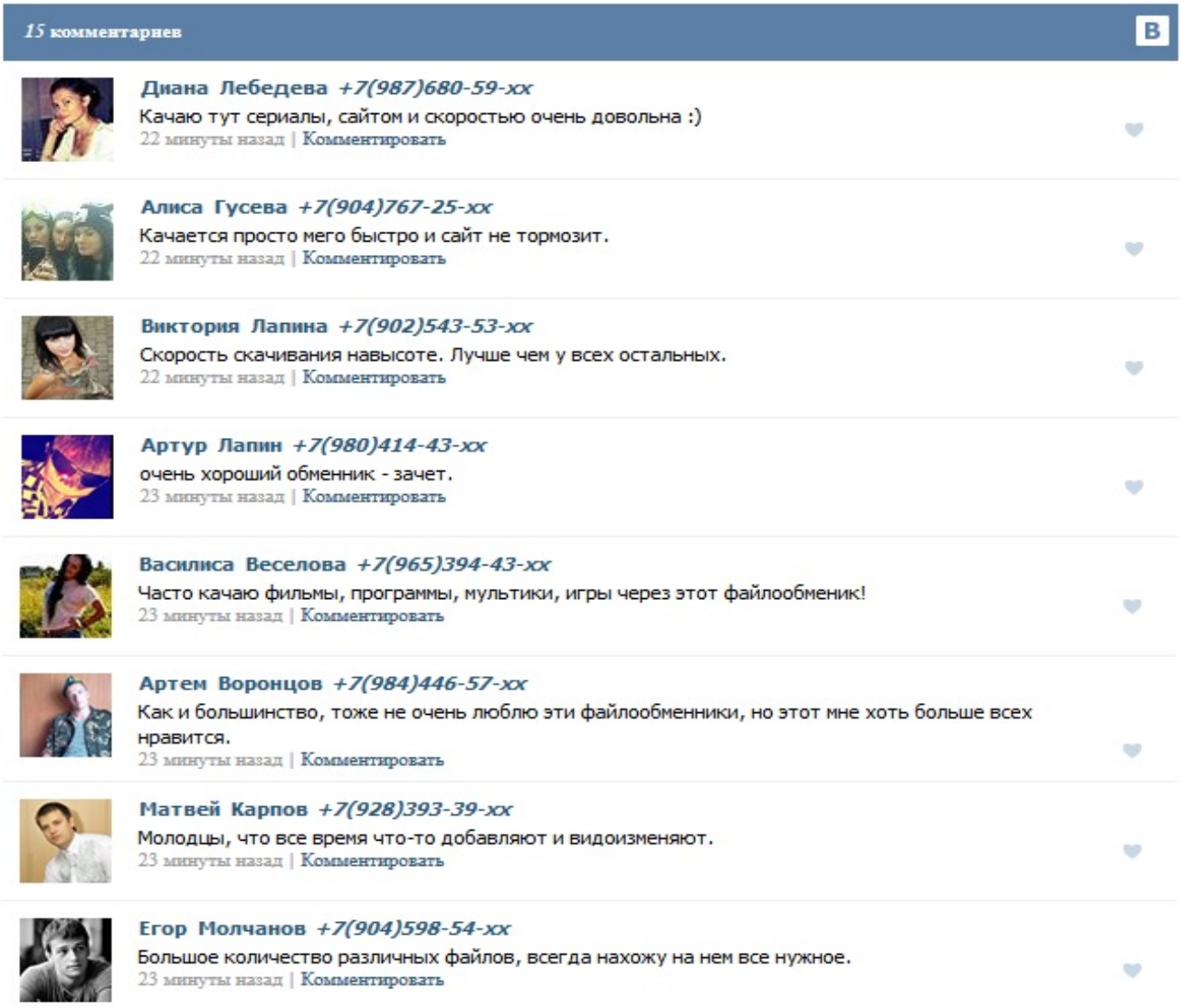создать фирменный бланк