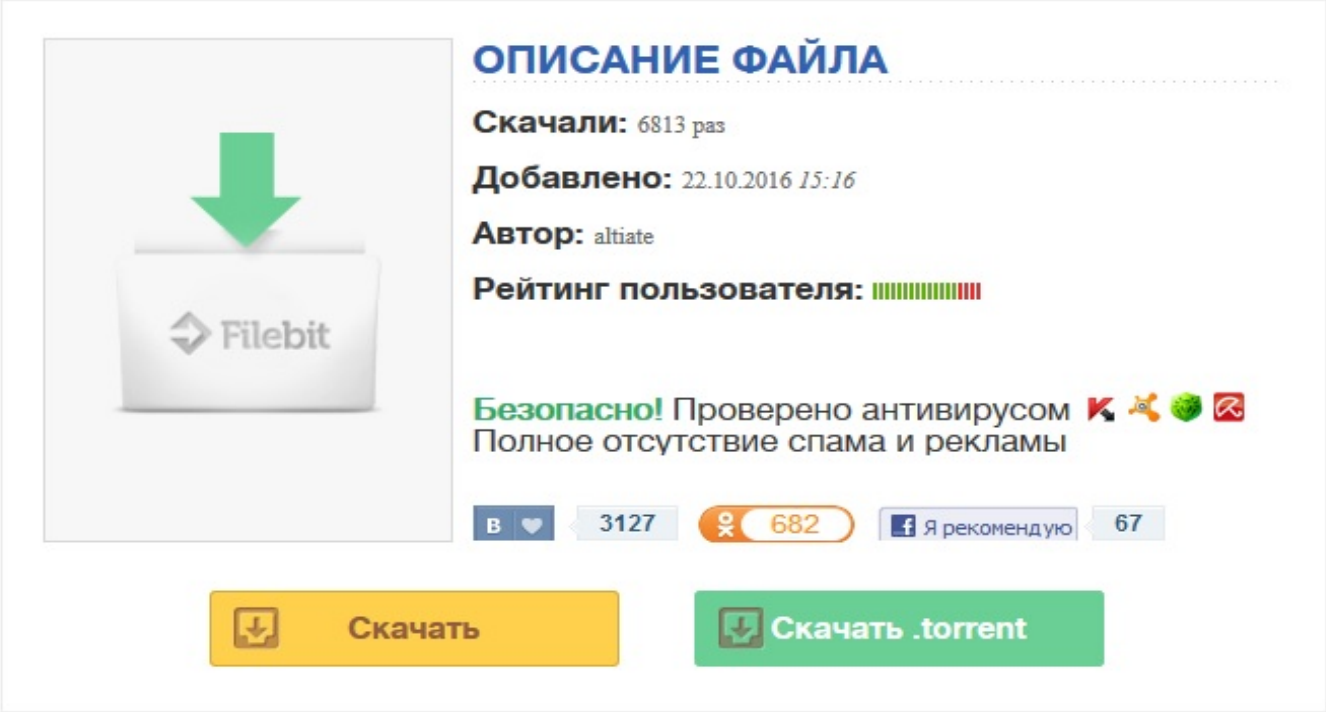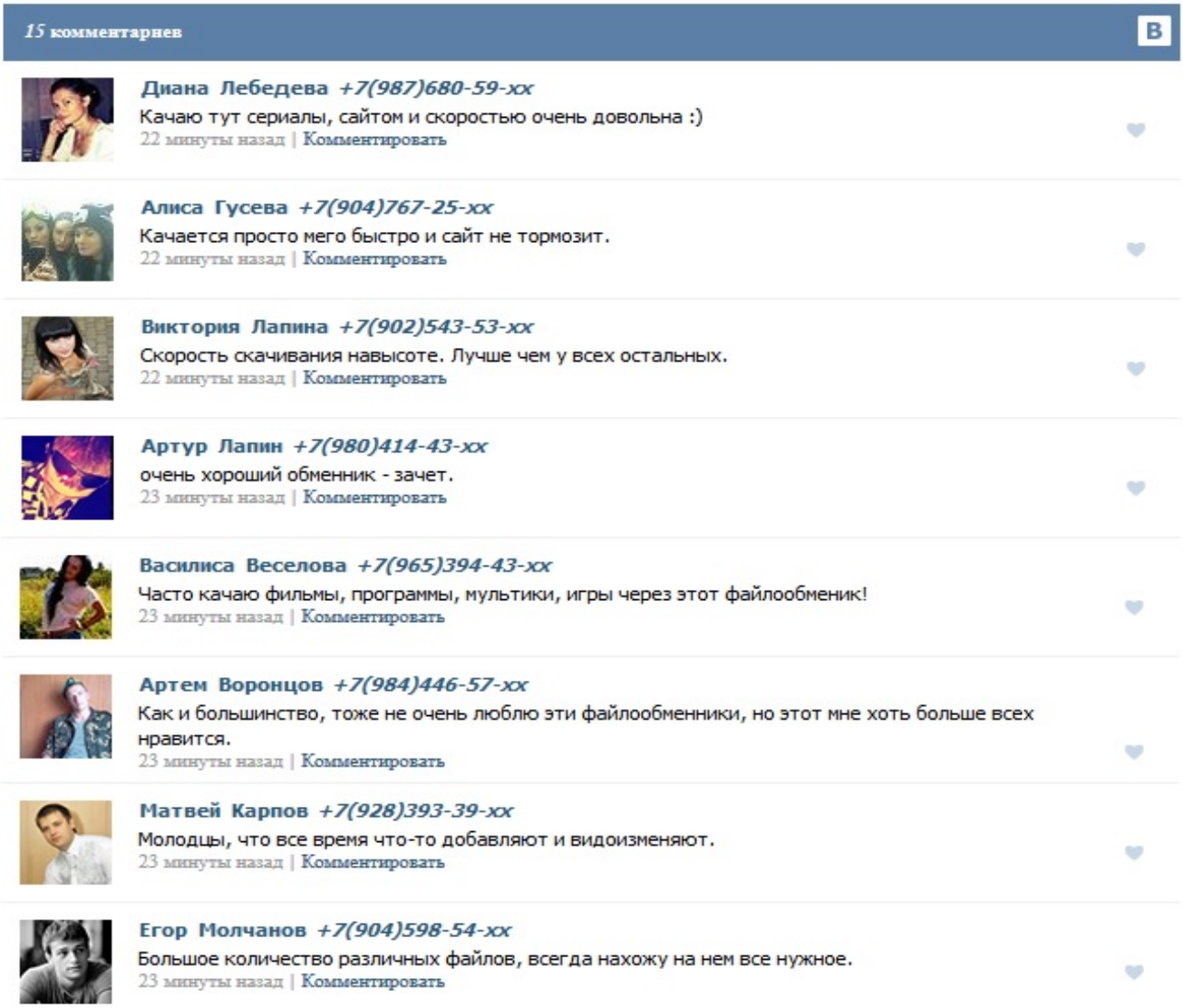бланк для писем фирмы шаблон