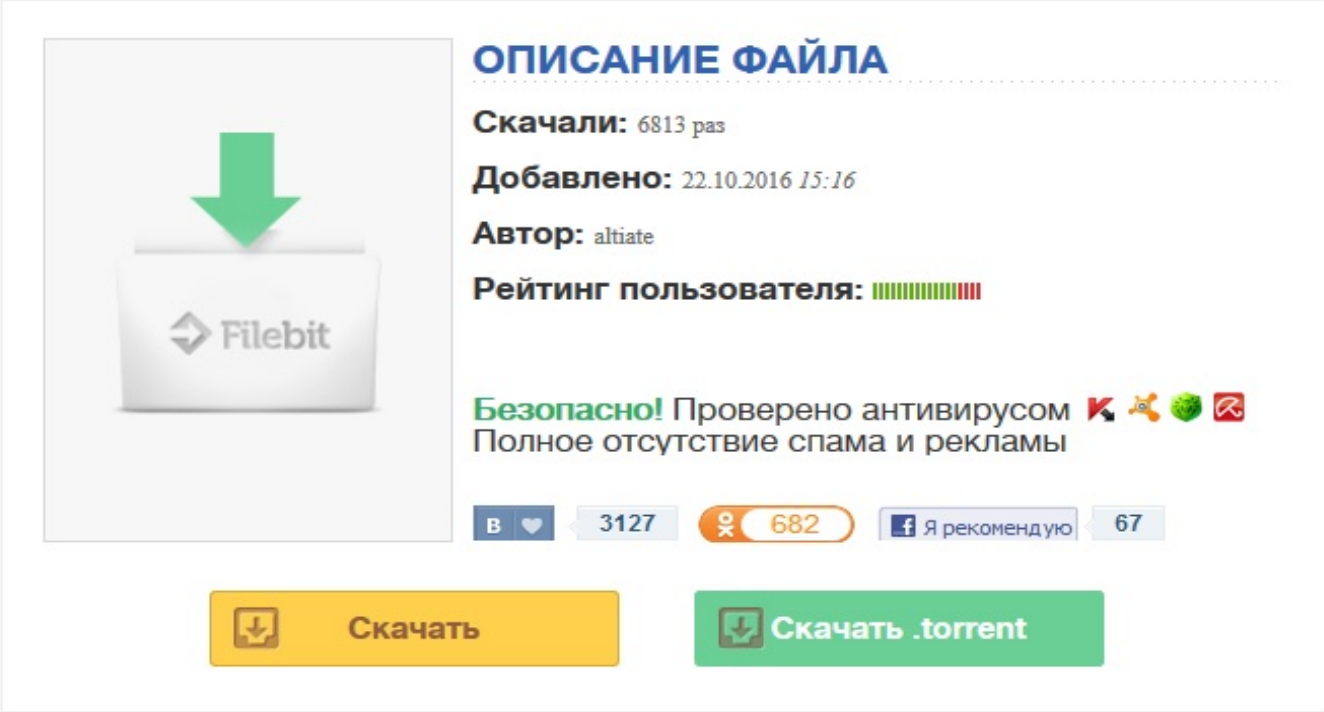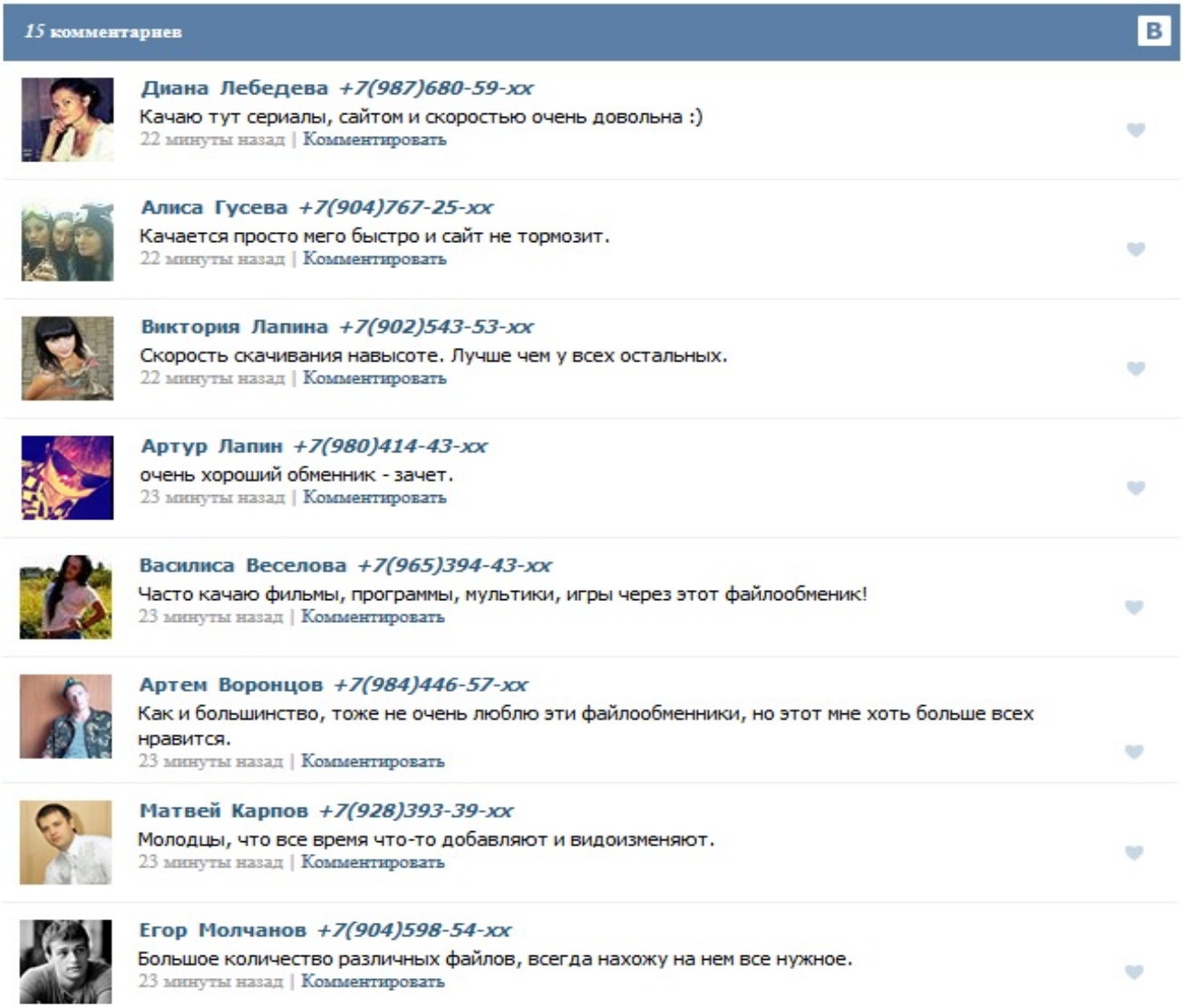бланк грамота характеристика товара