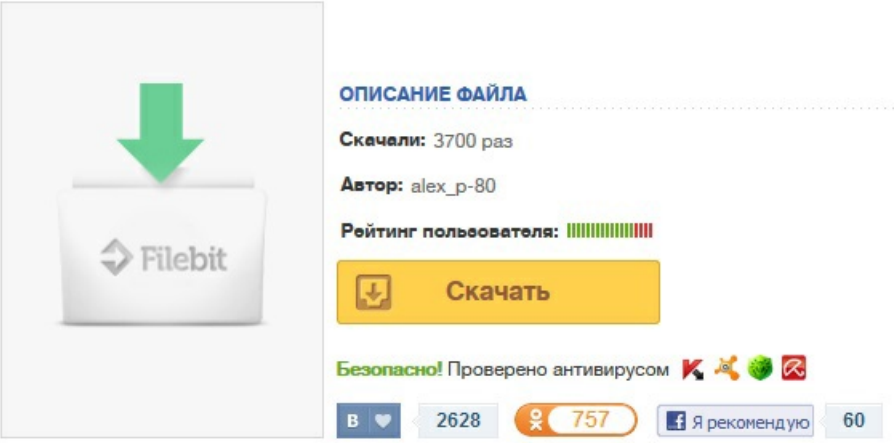бланк для создания ценников