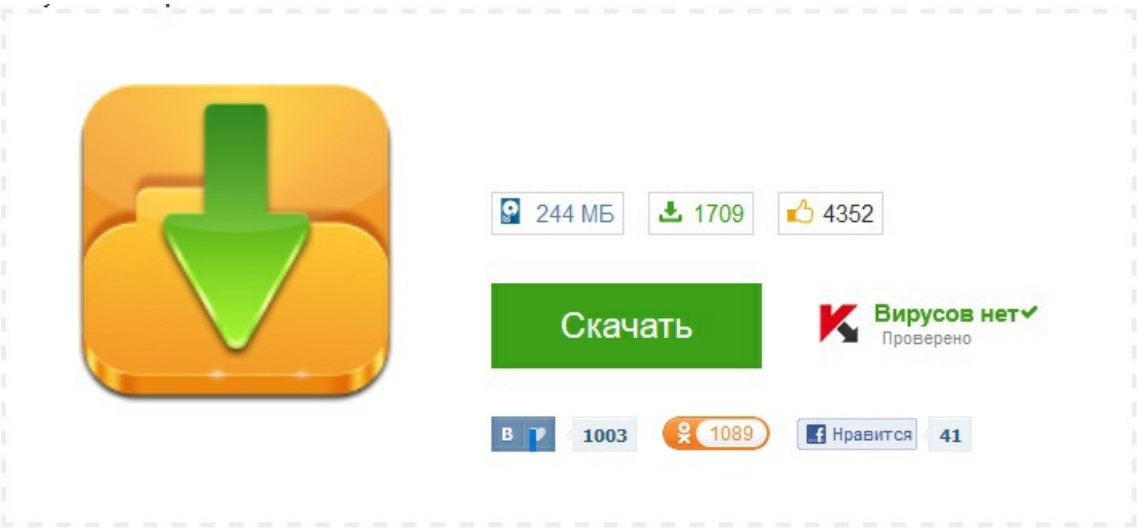бланковая карта