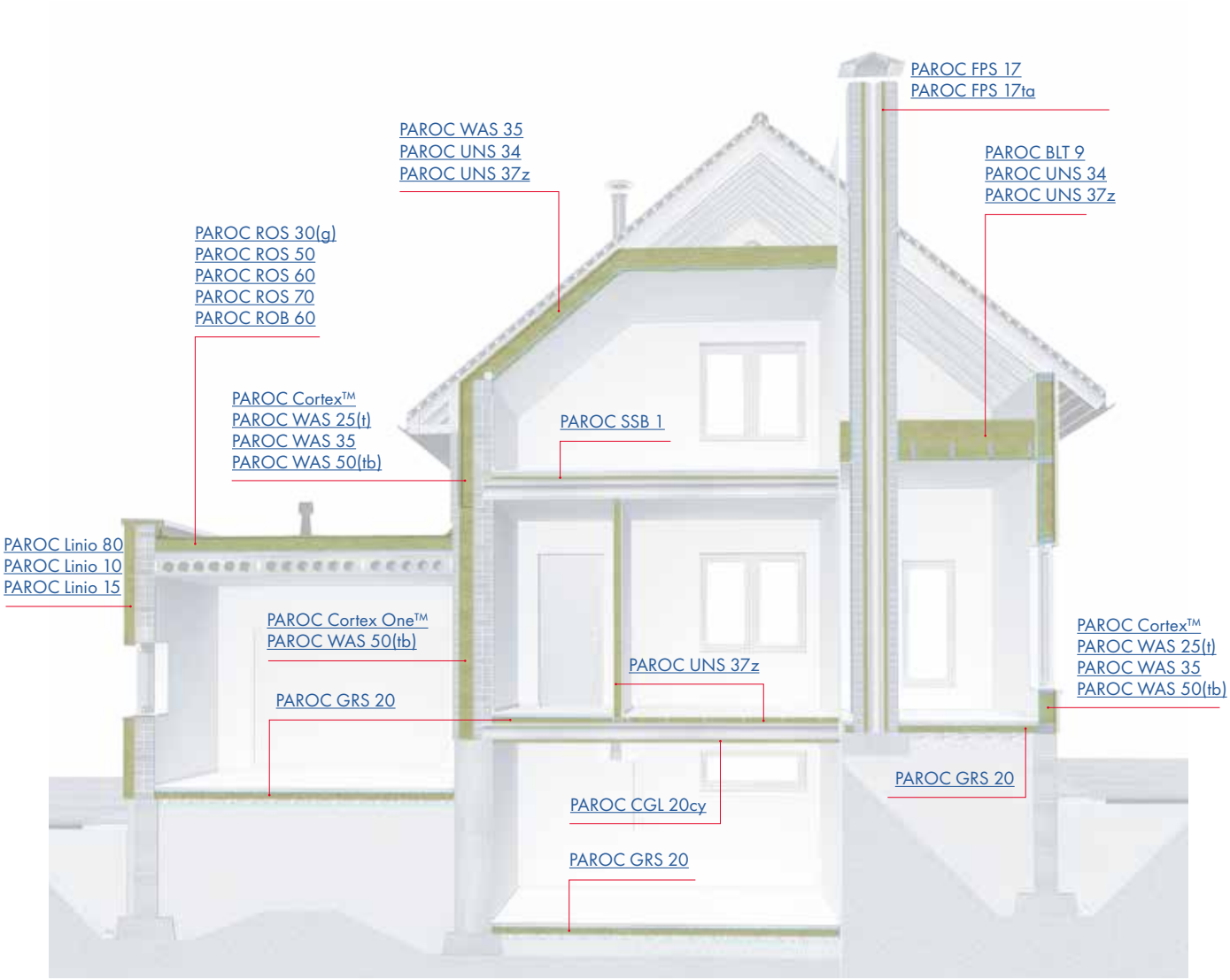Zastosowanie produktów