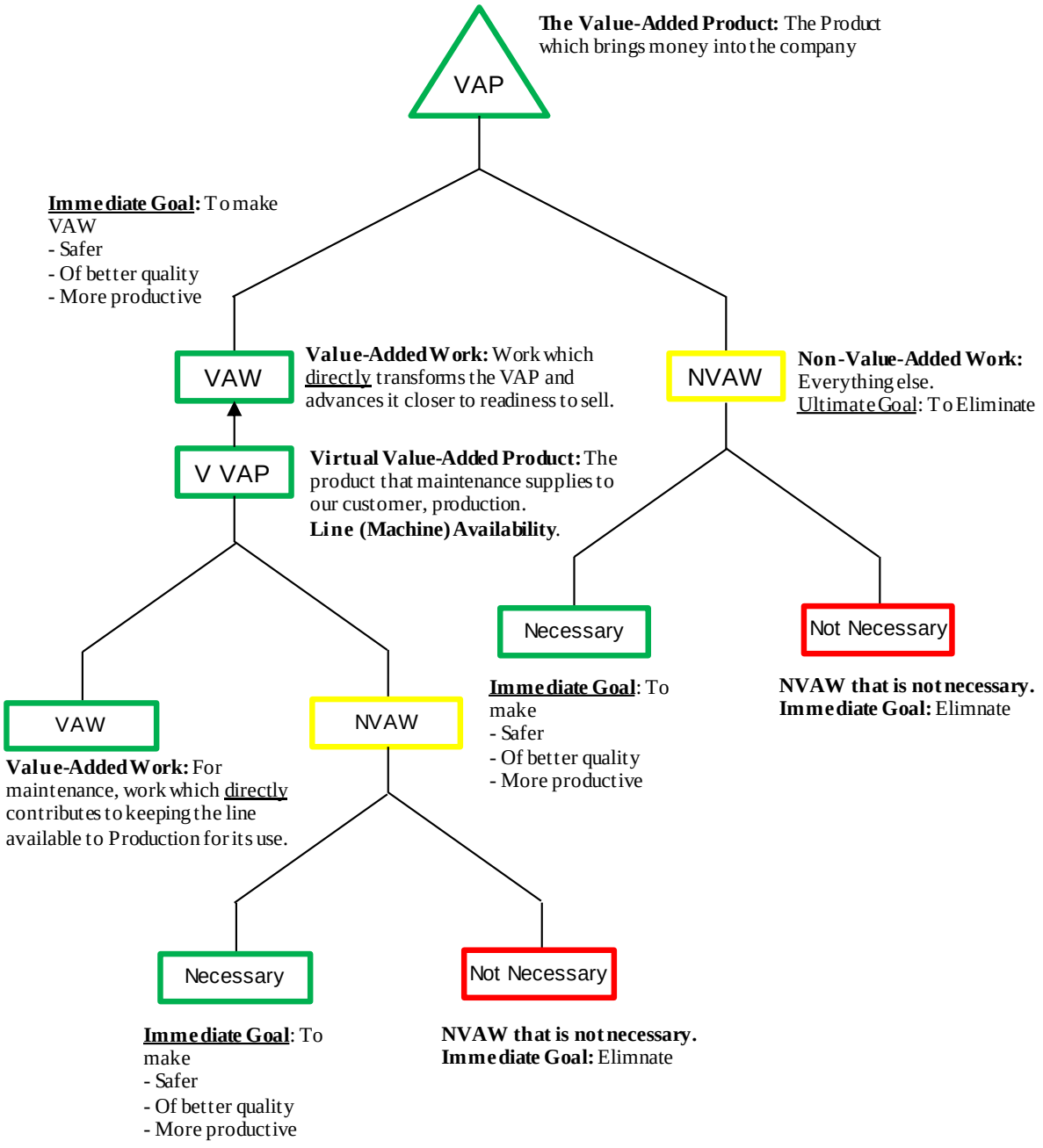The Value-Added Product