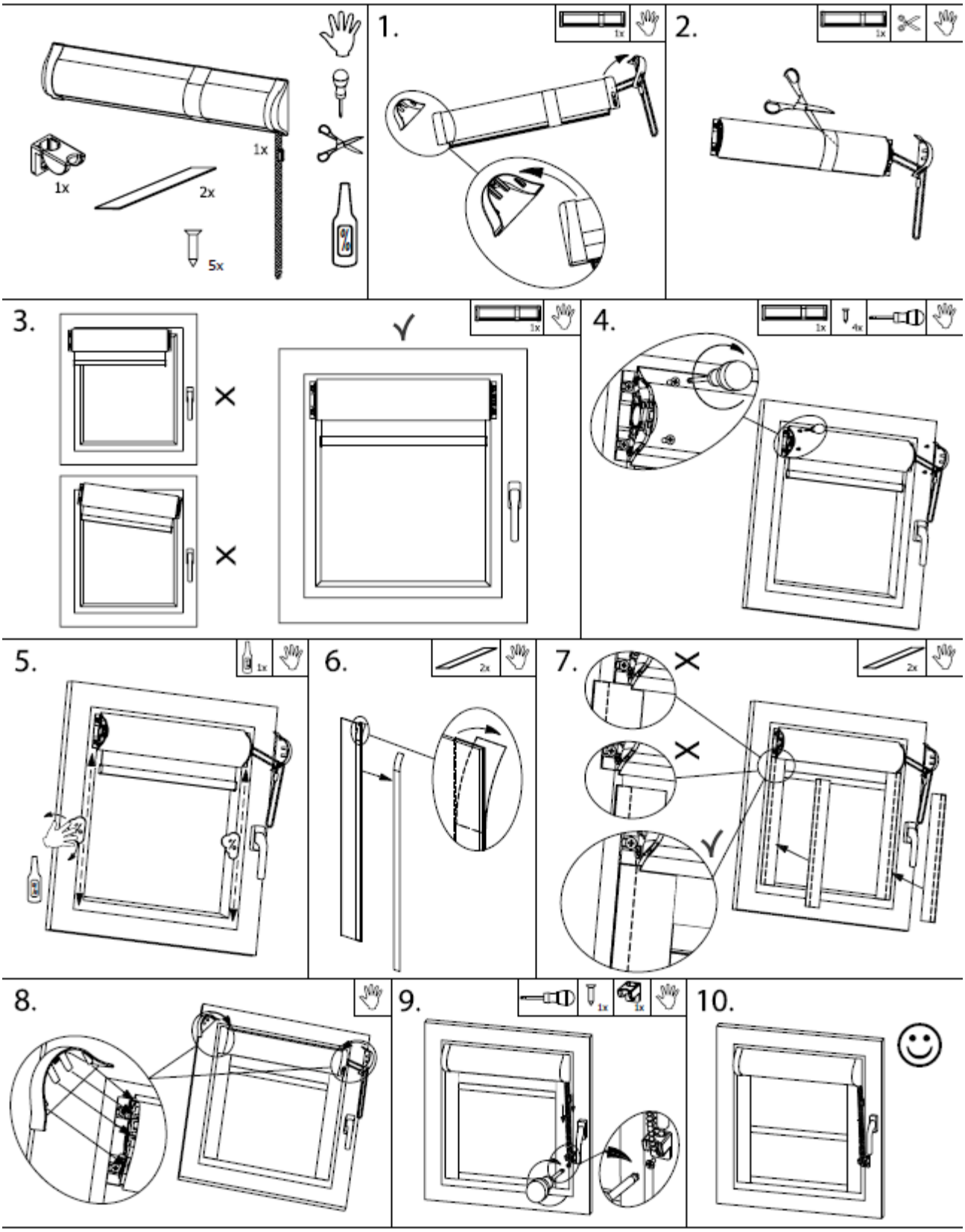elprim producent