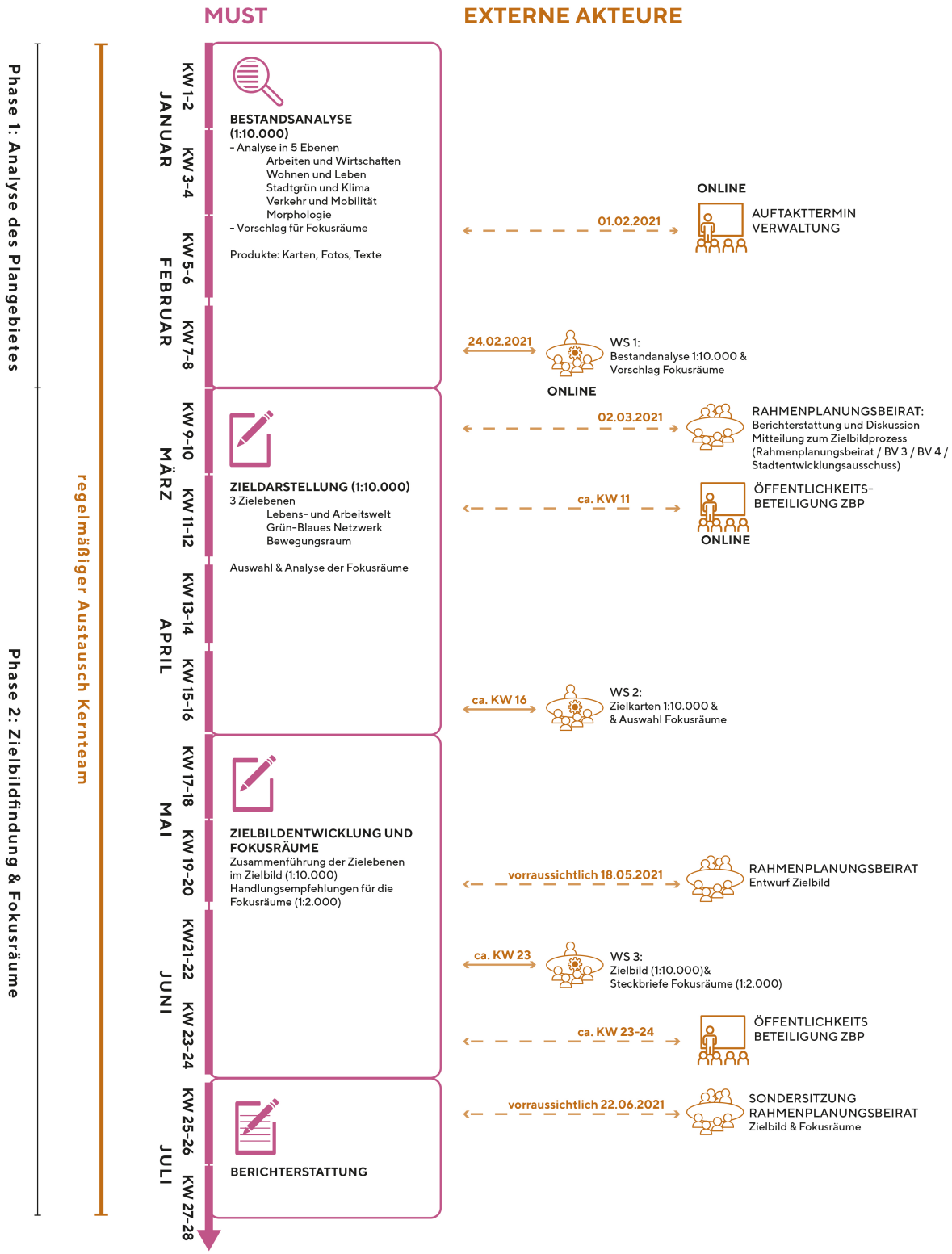PROZESSDESIGN ZIELBILDPROZESS