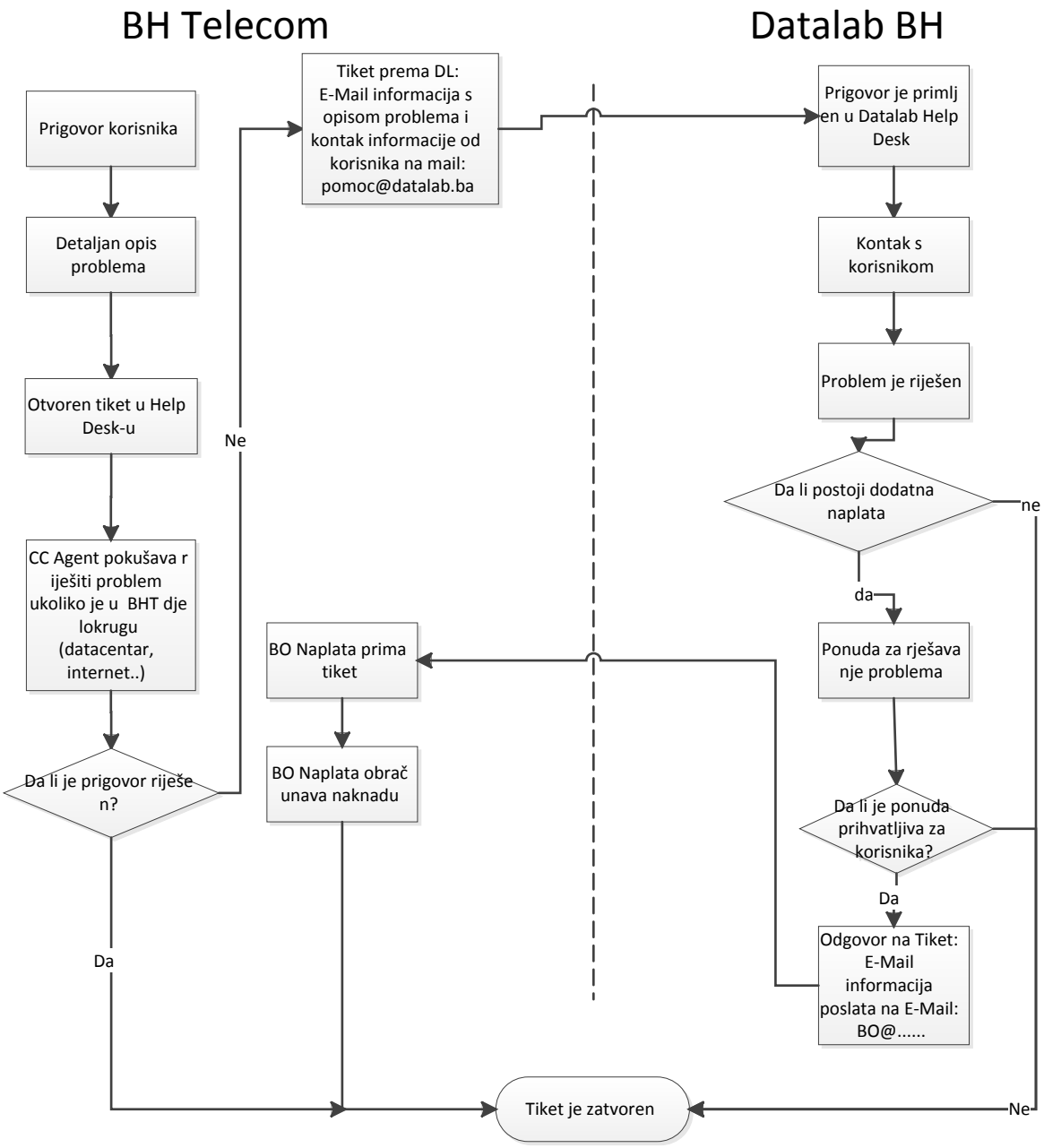Postprodajna podrška