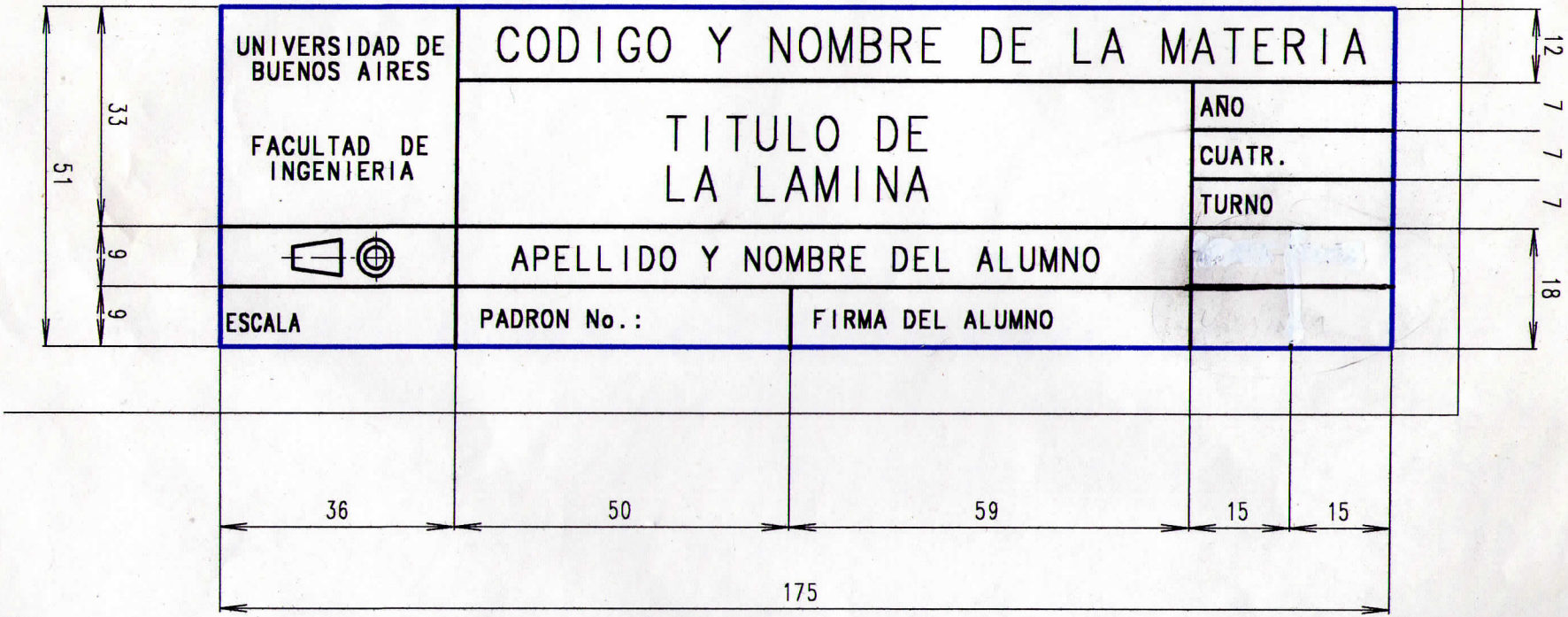MODELO DE ROTULO