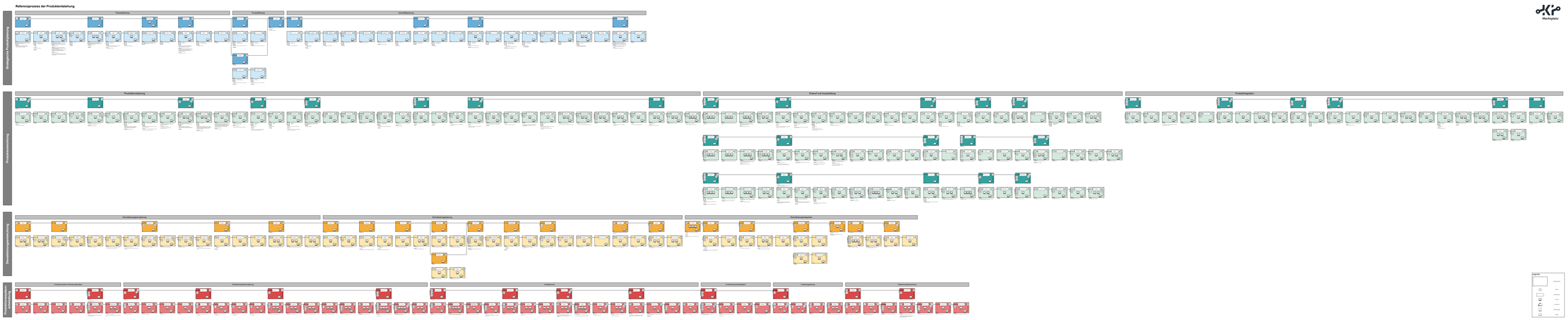Referenzprozess der Produktentstehung