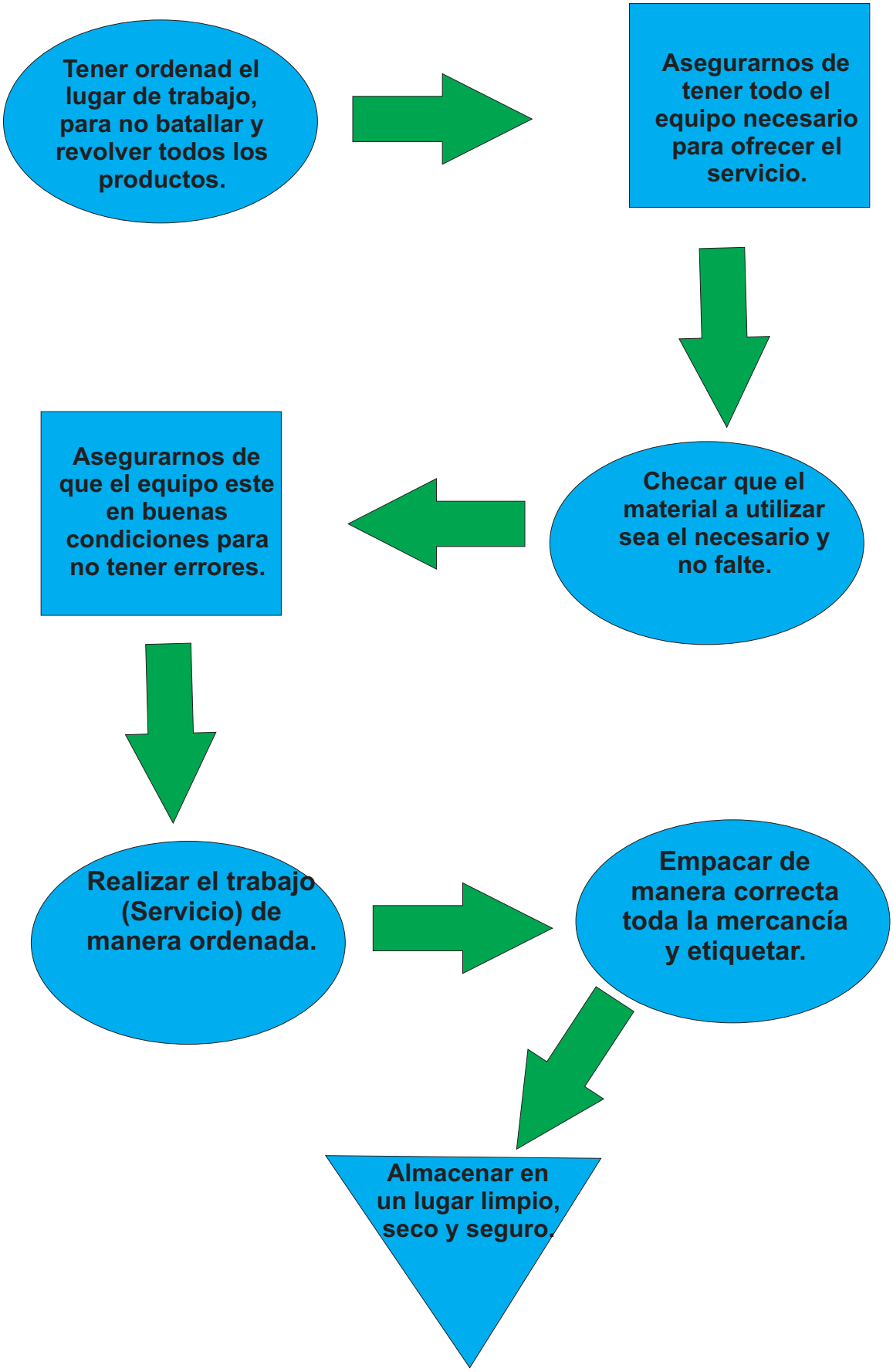PROCESO PRODUCTIVO