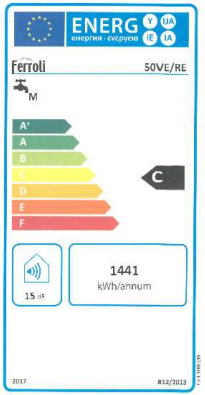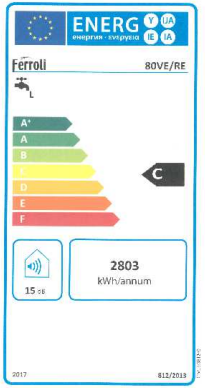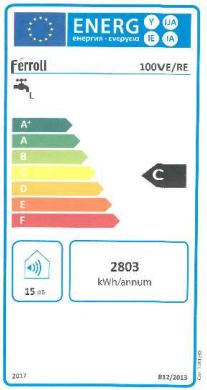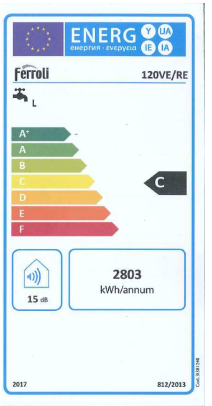Eticheta energetica