



MARKETING TOOLBOX

MARKETING ASSETS OVERVIEW

MARCH 2024

AVAILABLE ON THE

 [B2B PORTAL](#)



WHAT IS THE MARKETING TOOLBOX?

One presentation, sent every month, which sums up all the content available on the **B2B Portal**.

Every month, you will get an updated version of the Marketing Toolbox with new materials.

01

WHAT IS THE **B2B PORTAL** ?

An online content marketing platform which centralize all our assets to empower BS BATTERY brand and products in your local market.

02

HOW DO I GET ACCESS TO THE **B2B PORTAL** ?

On <https://bs-battery.com/b2b-portal/> with your password.

03

WHO GETS ACCESS TO THE **B2B PORTAL** ?

B2B Portal is a private area only available for BS Battery Official Distributors (marketing / sales team). Please never share your access information to external members.

04

WHAT TYPE OF CONTENTS ARE DOWNLOADABLE ON THE **B2B PORTAL** ?

Online, Offline assets such as Catalogues, Leaflets, Posters, Designs for booth, Social Media Campaigns, Press Release, Photos/Videos... Pdf, png, jpeg, mp4, design files...

All the Master files are available in English to facilitate your local adaptation.

B2B PORTAL



BRAND *Promote the BS BATTERY brand*

IDENTITY (Logo/Guidelines)
PRESENTATION
ADS (online/offline)
PRESS (Press release)

SOCIAL MEDIA (Campaign)
TRADESHOW (Booth design & Inspiration)
RACING (Sponsors/Events)

PRODUCTS *Develop business, promote products & services*

TOOLBOX
PRODUCT INFORMATION
(data sheet & product info)
SALES TOOLS (online/offline)
PRODUCTS CAMPAIGN (Press release)

POS DEVELOPMENT (Campaign)
MERCHANDISING
(Booth design & Inspiration)
BS BATTERY ACADEMY
(Sponsors/Events)

PICTURE LIBRARY *MEDIAs including pictures & videos*

PRODUCTS (packshots / product placement)
MERCHANDISING (packshots / product placement)
RACING (races / pilots / VIP Client expériences)
MOTORCYCLE BRANDS (Yamaha / CFMoto...)
CORPORATE (Tradeshaw, Trainings, Internal event)

PA-01 - Launch kit

CLICK HERE

While the product itself remains the same accessory, BS BATTERY expands its offer with a new **PA-01** packaging solution that combines **20 cables into one jar**. This new box has been designed to streamline the selling experience at the shop's counter or simplify the process for mechanics in the workshop.

As the go-to solution for shops / workshops seeking ease of use and reliability, this design puts the focus on convenience and practicality!



Offline Ad



Product Packshots

Press release

NEW - PA-01 EYELET CONNECTOR JAR: THE COUNTER SOLUTION!

As an integral part of our customer-oriented strategy, we are pleased to introduce our new **PA-01 eyelet terminal connector (M6) JAR**: a game-changer for the shop's counters!

While the product itself remains the same accessory, we are expanding our offer with a new packaging solution that combines 20 cables into one jar. This new box has been designed to streamline the selling experience at the shop's counter or simplify the process for mechanics in the workshop.

The jar features a **box of 20 connectors**, allowing quick access and convenient storage anywhere.

As the go-to solution for shops / workshops seeking ease of use and reliability, this design puts the focus on convenience and practicality!

The **connector PA-01** also remains available individually with a new per-item look: a **color box** instead of blister pack.

Whether your battery is hidden, difficult to reach, or traditional clamps cannot be used, the PA-01 and its fused ring terminal lead set are the ideal solution: just connect the eyelet terminals to the battery and charge normally.

Key features of the PA-01 include:

- Fused Ring Terminal Leadset: Ideal solution if your battery is difficult to access.
- For all vehicles equipped with Lead Acid or Lithium batteries
- Easy to connect:
 - Connect red eyelet on positive battery terminal (+)
 - Connect black eyelet on negative battery terminal (-)
 - Connect this accessory to the quick connection of your BS Battery Charger
- 2 x M6 eyelets (1/4")
- 3A Fuse
- Wire 61 cm (24.00") / 0.82mm² (18AWG)
- Safe: connection spark free, reverse polarity, short circuit and internal overheat protection

Product Datasheet

BS BATTERY PA01 - EYELET TERMINAL CONNECTOR DATASHEET

BS Code: 700573



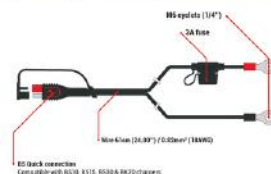
PA01

EYELET TERMINAL CONNECTOR (X20PCS)

FEATURES

- Fused Ring Terminal Leadset: Ideal solution if your battery is difficult to access
- Easy to connect:
 - Connect red eyelet on positive battery terminal (+)
 - Connect black eyelet on negative battery terminal (-)
 - Connect this accessory to the quick connection of your BS Charger
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- 3A fuse
- Wire 61cm (24.00") / 0.82mm² (18AWG)
- Safe: connection spark free, reverse polarity, short circuit and internal overheat protection

DRAWING



BOX CONTENT



SUITABLE FOR



BATTERY COMPATIBILITY



www.bs-battery.com

sales@bs-battery.com



Online Ad

WHAT'S NEW ?

NEW

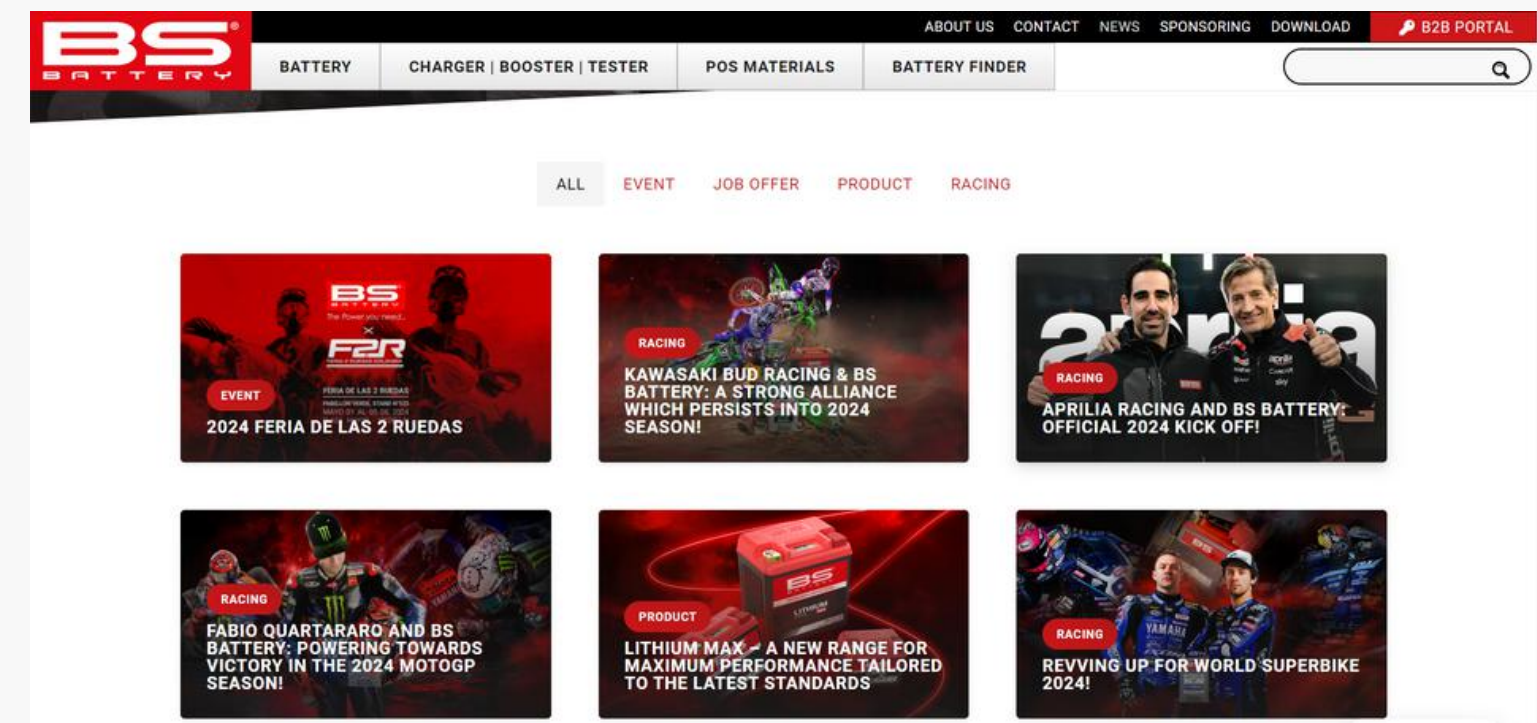


BS BATTERY at Salon du 2 Roues - 2024 !



https://youtu.be/Lwbb5TZ-pHQ?si=KsGAhT-EzZ7_n_Oh

DISCOVER MORE NEWS



B2B PORTAL

BRAND

PRODUCTS

PICTURE
LIBRARY

NEXT SLIDES

Discover all the content available on B2B PORTAL →

BRAND

BRAND

PRESENTATION

LINK



REMINDER

BS BATTERY Headquarter - Virtual Tour with Fabio Quartararo (Arles, France)



https://youtu.be/Lwbb5TZ-pHQ?si=KsGAhT-EzZ7_n_0h



NEW BS BATTERY OUTRO LOGO

Outro clips that mark the end of your video!

Format :

- .mp4
- 1-1
- 9-16
- 16-9

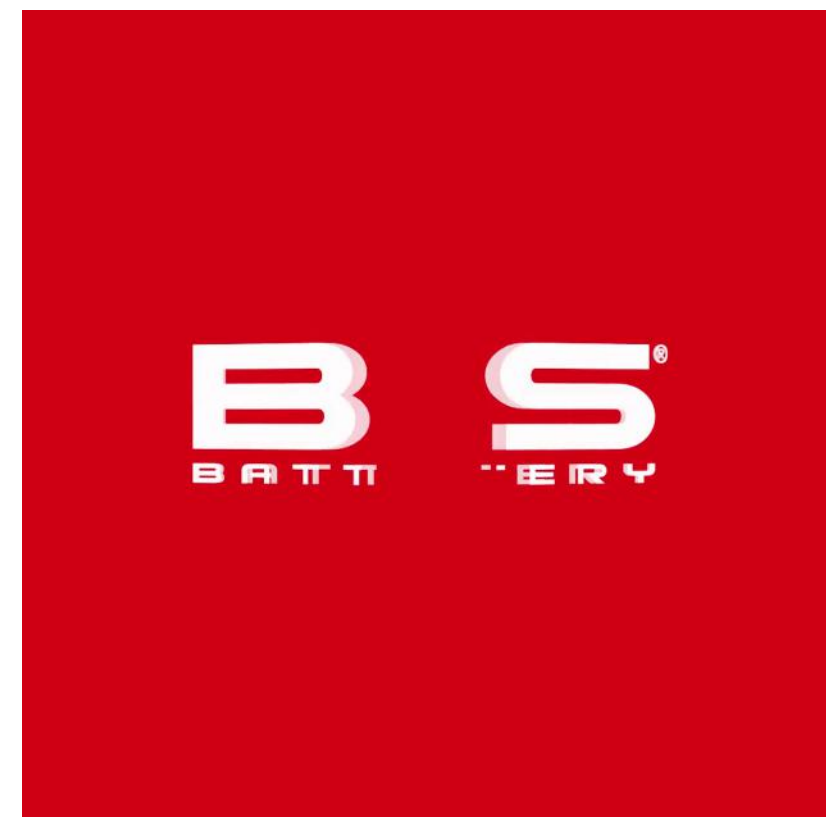
NEW RED



BRAND

IDENTITY

[LINK](#)



BRAND

ADS

[LINK](#)



NEW

PA-01 - The Eyelet Connector Jar



Format :

- Fixed banner
- 300 x 200 px
- .jpg

BRAND

ADS

LINK



NEW PA-01 - The Eyelet Connector Jar

BS
BATTERY

PA01

NEW

X20
Per jar

**EYELET CONNECTOR JAR :
The counter solution!**

[f](#) [@](#) [v](#) | www.bs-battery.com | contact@bs-battery.com

Format :

- Offline Ad - Printing file
- .pdf
- 104 x 216 px

BRAND

PRESS

LINK



NEW

PA-01 EYELET CONNECTOR JAR: THE COUNTER SOLUTION

- Ready to use
- .pdf & word (for local translation)
- English text

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3A Fuse
Wire 61 cm (24.00")/ 0.82mm² (18AWG)
- Safe: connection spark free, reverse polarity, short circuit and internal overheat protection

"DID YOU KNOW ?" CAMPAIGNS

 [B2B PORTAL](#)

NEW

Objective : Educational campaign ; highlight one benefit per product
Short video : 10 - 15 sec
Format : .mp4 | Reels & Square
English Text

Format Reels

BGZ Series - New line up

Format Square

BGZ Series - New line up



COMING SOON

Maximun starting power

Easy mounting

Enhanced conductivity

Optimal power output



SOCIAL MEDIA

LINK



BS
BATTERY

REMINDER

Fabio vs Tom: Battle of the MotoGP 2024 Country's Iconic Dishes



SOCIAL MEDIA

[LINK](#)



<https://www.youtube.com/watch?v=HQPdg5UR5-I&t=5s>

BRAND

TRADESHOW

[LINK](#)



NEW

LITHIUM LiFeP04

BATERÍAS DE LITIO

● Hasta un 70 % más ligeras que las baterías de plomo ácido



LITHIUM
LiFeP04

- Terminales resistentes de cobre
- Indicador de estado de carga
- Lista para el uso
- Instalación multiposición hasta 180°
- Mínima autodescarga

SMART CHARGERS



CARGADORES INTELIGENTES Y MANTENEDORES DE BATERÍAS

Format :

- 320 x 484
- Spanish text (easily adaptable)
- .pdf & source files



BRAND

TRADESHOW

[LINK](#)



NEW

FABIO QUARTARARO MotoGP 2024

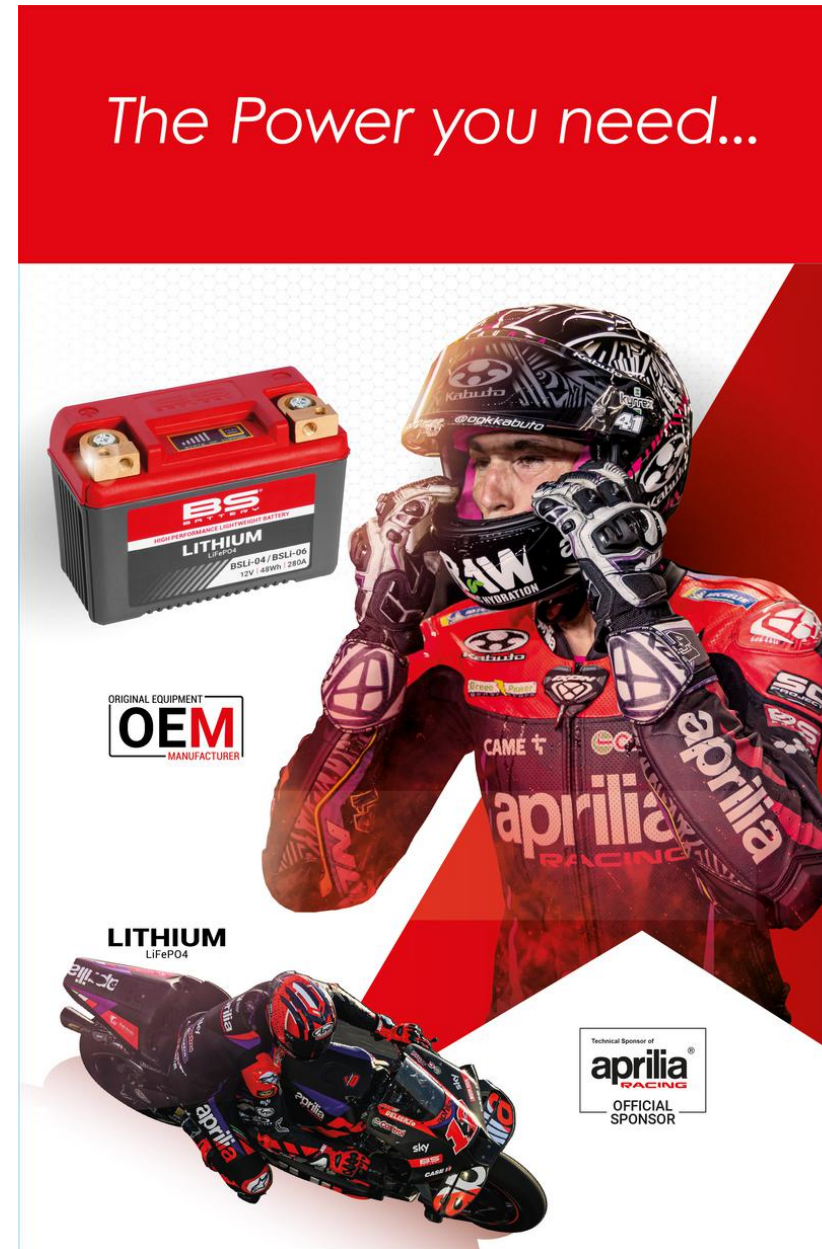


The Power you need...

ORIGINAL EQUIPMENT
OES
SUPPLIER

Fabio QUARTARARO #20
Yamaha
OFFICIAL SPONSOR

APRILIA RACING MotoGP 2024



The Power you need...

ORIGINAL EQUIPMENT
OEM
MANUFACTURER

LITHIUM
LiFePO4

Technical Sponsor of
aprilia
OFFICIAL SPONSOR

SHERCO RACING FACTORY Dakar 2024



PLUG AND PLAY SOLUTION



ORIGINAL EQUIPMENT
OEM
MANUFACTURER

SHERCO
OFFICIAL SPONSOR

Format :

- 320 x 484
- .pdf & source files

BRAND

RACING

LINK

NEW APRILIA RACING - SEASON 2024

- Home Page Slider
- Logo Official Sponsor
- Videos
- Official Photos 2024
- Press release



Aprilia Racing and BS BATTERY: Official 2024 kick off!

Following the unveiling of the Aprilia RS-GP24 in its official version days ago, the Aprilia Racing team and BS Battery are more than up for battle at the top levels of MotoGP™ as partners for a second season!



From road as an Official Equipment Manufacturer for all Aprilia bikes since 2020 to track, BS Battery proudly stands as an Official Sponsor of the Aprilia Racing Factory team, extending unwavering support to the four RS-GP bikes and three exceptional riders—Aleix ESPARGARO, Maverick VINALES, and tester Lorenzo SAVADORI—on the fiercely competitive track.

With Aleix and Maverick in the top ten in MotoGP Qatar last weekend, the team bespeaks an unshakeable spirit and determination to fight until the very last lap in pursuit of victory!



After two seasons of constant growth, 2024 represents the year of confirmation for Aprilia. The technical advancements achieved have propelled both bike and team to unprecedented heights, all while staying true to Aprilia's distinctive DNA. This evolution, characterized by innovative choices that lead the way for others, finds its most extreme manifestation in the latest iteration of the RS-GP.

Every aspect of the Italian masterpiece has undergone meticulous redesign and enhancement, from aerodynamics to engine, chassis to electronics, and strategies, leaving no stone unturned while retaining a clear lineage with the highly competitive 2023 foundation.



[Youtube video : BS BATTERY x APRILIA RACING | MotoGP™ | NEW RS-GP 24]



MEDIA KIT PARTNERSHIP

 [B2B PORTAL](#)

NEW KAWASAKI BUD RACING - SEASON 2024

- Home Page Slider
- Logo Official Sponsor
- Videos
- Official Photos 2024
- Press release



KAWASAKI BUD RACING & BS BATTERY: A strong alliance which persists into 2024 Season!

BS Battery and Kawasaki Bud Racing team proudly announce the continuation of their partnership for the 2024 season. This collaboration has always been a mutual success, and BS Battery is extremely proud to stand alongside this French team as they embark on their season across various championships!



**To celebrate the official kick-off of the season, BS Battery joined the Kawasaki Bud Racing team at the Salon du 2 Roues in Lyon, France, early March.*

This year Kawasaki Bud Racing will compete in 4 championships: WSX World Supercross Championship, French Supercross & Motocross Championships and EMX250 European Motocross Championship. This diverse range of competitions showcases the team's versatility and skill on the track.



**2024 Kawasaki Bud Racing Team*



BRAND

RACING

LINK



BRAND

MERCHANDISING

LINK

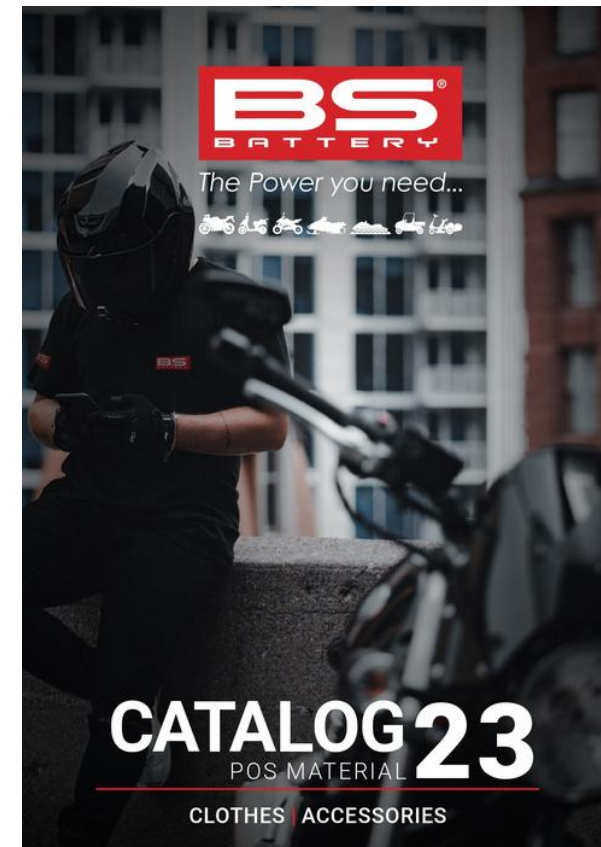


REMINDER

MERCHANDISING COLLECTION

Discover our collection for accessories, point of sales materials and clothes.

- English Text
- Pdf file



CLOTHES

SOFTSHELL - BS FACTORY
 Waterproof and windproof material with membrane and inner fleece. Elasticized lower body lightening. Waist strap with Velcro. Produced by Kenny.
COLORS Black & grey
PACKING 1 softshell per box
REFERENCE 900110 - size S
 900111 - size M
 900112 - size L
 900113 - size XL
 900114 - size XXL
 900115 - size XXXL

BODYWARMER - BS FACTORY
 Bodywarmer jacket with zipper. Zipped pockets on the front. Collar with very soft finish. Produced by Kenny.
COLORS Black & grey
PACKING 1 body warmer per box
REFERENCE 900133 - size S
 900134 - size M
 900135 - size L
 900136 - size XL
 900137 - size XXL
 900138 - size XXXL

SWEAT-SHIRT - BS FACTORY
 Sweat-shirt (80% cotton and 20% polyester) with hood and zip, 300 gr.
COLORS Black
PACKING 1 sweat-shirt per box
REFERENCE 900116 - size S
 900117 - size M
 900118 - size L
 900119 - size XL
 900120 - size XXL
 900121 - size XXXL

TEMPLATE FOR ORDER (Excel)
 Order our merchandising items directly with this form.

- English Text
- Excel file
- Price included
- **Includes new items**

BS BATTERY - MERCHANDISING MATERIAL -			
BS P/N	DEALER RANGE	Ex Works Net/Net Prices (VAT Excluded)	Order Qty
900075	BS BATTERY DISPLAY	45,00 €	
700548	BK20 - ASSEMBLY PARTS FOR DISPLAY	9,88 €	
700525	BS CHARGER DISPLAY BOX (10 pcs)	45,00 €	
900108	WELCOME CARPET BS BATTERY - 60x95cm	12,20 €	
900139	WIND FLAG BS BATTERY - 290cm	35,00 €	
900055	MERCHANDISING PACK (6 T-Shirts + 6 Neck Warmers + 6 Pens + 6 Pads)	50,00 €	
900143	BS NOTE PADS A5 (10 pcs)	15,00 €	
900053	PENS BS BATTERY (25 pcs) NEW	32,00 €	
900130	PACK POSTERS BS RACING (3x 2 pcs)	5,00 €	
900131	PACK POSTERS BS DEALER (4x 2 pcs)	5,00 €	
900129	BANNER BS BATTERY (200x80cm)	15,00 €	
900082	TOTEBAG BS BATTERY (10 pcs) NEW	20,00 €	
900040	SMALL STICKER BS BATTERY - RED 90x40mm (50pcs)	5,00 €	
900050	SMALL STICKER BS FRENCH FLAG - RED 90x40mm (50pcs)	5,00 €	
900102	BIG STICKER BS FRENCH FLAG - RED 300x131mm (10pcs)	10,00 €	
900101	STICKER BS OFFICIAL DEALER 70x130mm (10pcs)	5,00 €	
900100	CUPS BS BATTERY (50 pcs)	on request	
900128	SMALL CUPS BS BATTERY (50 pcs)	on request	
900080	CATALOG BS MOTORCYCLE (15 pcs)	on request	
900103	CATALOG BS GARDEN (15 pcs)	on request	

BS BATTERY Q4-2022 BS-Battery European Price List - CLOTHES & ACCESSORIES -			
BS P/N	FACTORY RANGE	Ex Works Net/Net Prices (VAT Excluded)	Order Qty
900110	SOFTSHELL BS FACTORY - S	68,90 €	
900111	SOFTSHELL BS FACTORY - M	68,90 €	
900112	SOFTSHELL BS FACTORY - L	68,90 €	
900113	SOFTSHELL BS FACTORY - XL	68,90 €	
900114	SOFTSHELL BS FACTORY - XXL	68,90 €	
900115	SOFTSHELL BS FACTORY - XXXL	68,90 €	
900133	BODYWARMER BS FACTORY - S	49,90 €	
900134	BODYWARMER BS FACTORY - M	49,90 €	
900135	BODYWARMER BS FACTORY - L	49,90 €	
900136	BODYWARMER BS FACTORY - XL	49,90 €	
900137	BODYWARMER BS FACTORY - XXL	49,90 €	
900138	BODYWARMER BS FACTORY - XXXL	49,90 €	
900116	SWEAT-SHIRT BS FACTORY - S	29,90 €	
900117	SWEAT-SHIRT BS FACTORY - M	29,90 €	
900118	SWEAT-SHIRT BS FACTORY - L	29,90 €	

B2B PORTAL

BRAND

PRODUCTS

PICTURE
LIBRARY

NEXT SLIDES

Discover all the content available on B2B PORTAL →

PRODUCTS



PRODUCTS



NEW PRODUCTS | Overview

PN	PRODUCT	AVAILABILITY
700573	PA01-EYELET TERMINAL CONNECTOR (BOX OF 20 PCS)	EUROPE STOCK : Available from April 11th FOB : Upon orders

**PRODUCT
INFORMATION**

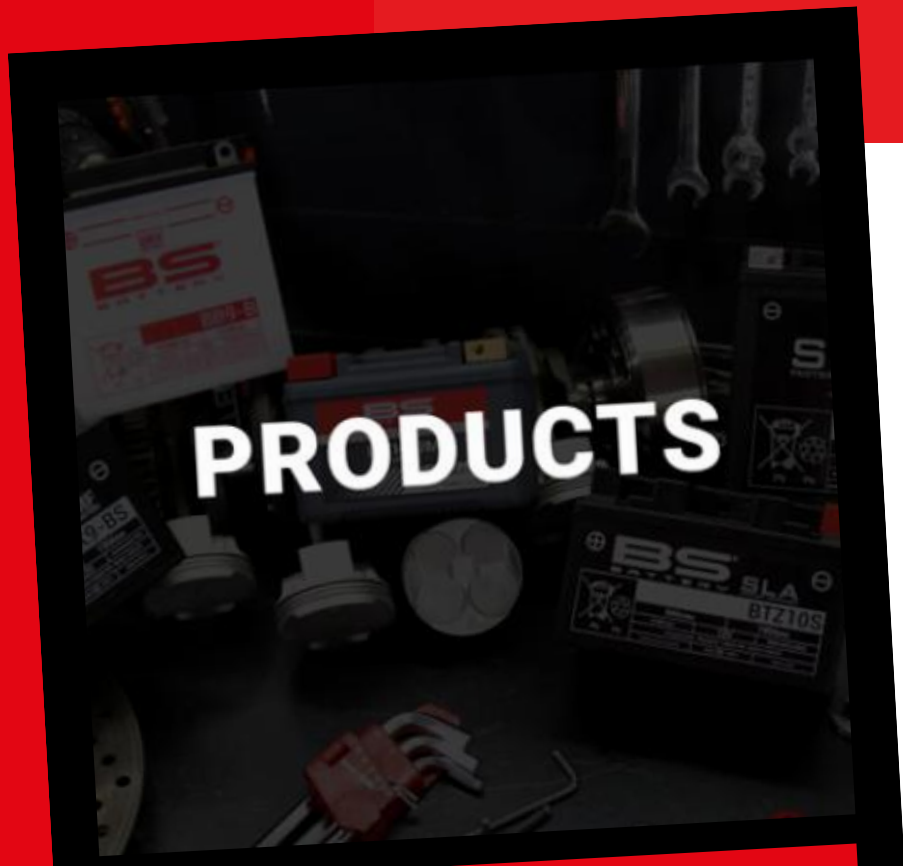
[LINK](#)



PA-01 - Launch kit

CLICK HERE 

Please update your product information with new datasheets & packshot



PRODUCTS

NEW LEAFLET - SMARTS CHARGERS & MAINTAINERS

1 leaflet (2 pages) to present our chargers line up and their features to quickly understand the difference of each

SALES TOOLS

LINK



BS BATTERY

SMART CHARGERS & MAINTAINERS

QUICK CONNECTION

	BS 10	BS 30	BK 20 <small>Pro</small>	BS 15	BS 60
BATTERY COMPATIBILITY	AUTO-DETECT LEAD ACID & LITHIUM			LEAD ACID	
CHARGE MODE	6v & 12v	12v	6v & 12v	12v	
CHARGING CURRENT	1A	3A	3x 2A	1.5A	1A - 4A - 6A
CHARGING PROGRAM	9 STAGES		10 STAGES	8 STAGES	9 STAGES
BATTERY SIZE	UP TO 20Ah	UP TO 60Ah	UP TO 40Ah	UP TO 30Ah	UP TO 120Ah
BATTERY SIZE FOR MAINTENANCE	UP TO 40Ah	UP TO 120Ah	UP TO 80Ah	UP TO 60Ah	UP TO 180Ah
RECONDITIONING FUNCTION	NO		YES	YES	
USERS TYPE	FOR END-USERS	FOR END-USERS	FOR PROFESSIONALS	FOR END-USERS	FOR END-USERS
GOOD TO KNOW	WALL MOUNT CONNECTION	MULTIAXIS HOOK	DISPLAY PARTS (OPTION)	MULTIAXIS HOOK	WALL MOUNT FIXATION
SUITABLE FOR					

www.bs-battery.com The Power you need...

BS BATTERY

SMART CHARGERS & MAINTAINERS

BS 10
SMART BATTERY CHARGER & MAINTAINER
6V/12V - 1A
For Lead Acid & Lithium
Code: 700516

- Auto detect Lead Acid or Lithium technology
- 6V & 12V mode selection
- Zero overcharge: adaptable charging algorithm Lead Acid & Lithium (LiFePO4)
- Safe: connection spark free, reverse polarity, short circuit and internal overheat protection
- Easy to use: connect, select battery voltage & forget
- Battery capacity: up to 20Ah

BS 15
SMART BATTERY CHARGER & MAINTAINER WITH RECONDITIONING FUNCTION
12V - 1.5A
For Lead Acid
Code: 700565

- Suitable for Lead Acid batteries
- Reconditioning function for deeply discharged batteries
- Ideal for charging during winter season
- Safe: connection spark free, reverse polarity, short circuit and internal overheat protection
- Easy to use: connect & forget
- Multiaxis hook
- Battery capacity: up to 30Ah

BS 30
SMART BATTERY CHARGER & MAINTAINER
12V - 3A
For Lead Acid & Lithium
Code: 700566

- Auto detect Lead Acid or Lithium technology
- Zero overcharge: adaptable charging algorithm Lead Acid & Lithium (LiFePO4)
- Safe: connection spark free, reverse polarity, short circuit and internal overheat protection
- Easy to use: connect & forget
- Multiaxis hook
- Battery capacity: up to 60Ah

BS 60
SMART BATTERY CHARGER & MAINTAINER WITH RECONDITIONING FUNCTION
12V - 1/4/6A
For Lead Acid
Code: 700532

- Suitable for Lead Acid batteries
- Reconditioning function for deeply discharged batteries
- Selectable battery type (Calcium, Gel, AGM) and charge rate (1A/4A/6A)
- Automatic battery condition diagnosis
- Safe: connection spark free, reverse polarity, short circuit and internal overheat protection
- Easy to use: connect, select battery type charge rate & forget
- Battery capacity: up to 120Ah

BK 20
SMART BATTERY CHARGER & MAINTAINER WITH RECONDITIONING FUNCTION
6V/12V - 3x 2A
For Lead Acid & Lithium
Code: 700547

- Charges and maintains 3 batteries with different voltage and technologies at once
- Auto detect Lead Acid or Lithium technology
- Zero overcharge: adaptable charging algorithm Lead Acid & Lithium (LiFePO4)
- Safe: connection spark free, reverse polarity, short circuit and internal overheat protection
- Force mode function: to activate low voltage "dead" Lead Acid battery or wake up "dead" LiFePO4 battery
- Easy to use: connect, select battery voltage & forget
- 6V & 12V mode selection
- Battery capacity: up to 40Ah

www.bs-battery.com The Power you need...

Available in French & English .pdf & source files

PRODUCTS

PRODUCT INFORMATION

[LINK](#)



NEW

PA-01 DATASHEET



BS Code: 700573

EYELET TERMINAL CONNECTOR JAR DATASHEET



PA01

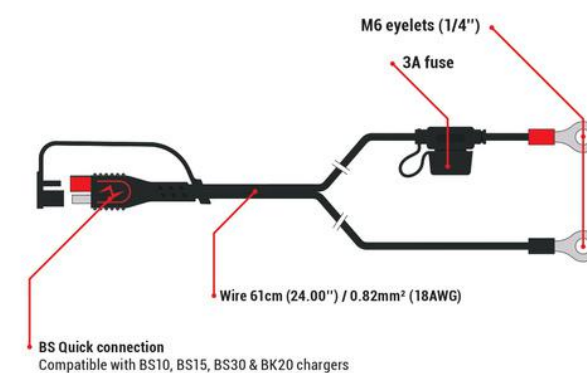
EYELET TERMINAL CONNECTOR (X20 Pcs)

FEATURES

- > Fused ring terminal leadset: ideal solution if your battery is difficult to access
- > 2x M6 eyelets (1/4")
- > 3A fuse
- > Wire 61cm (24.00") / 0.82mm² (18AWG)
- > Safe & easy to connect:
 1. Connect red eyelet on positive battery terminal (+)
 2. Connect black eyelet on negative battery terminal (-)
 3. Connect this accessory to the quick connection of your BS Charger



DRAWING



BOX CONTENT

20x PA 01 EYELET UNIT LABELED



SUITABLE FOR



BATTERY COMPATIBILITY



PRODUCTS

PRODUCT INFORMATION

[LINK](#)



REMINDER

LITHIUM MAX DATASHEETS

BATTERY DATA SHEET



LITHIUM
LiFePO4 **MAX**

LITHIUM (LiFePO4) | High Performance

REF **BSLi-02 MAX**



12v VOLTAGE

36Wh ENERGY

180A CCA

TECHNOLOGY

- Lithium Iron Phosphate cells construction
- Pre-charged batteries
- Homologated by OEM

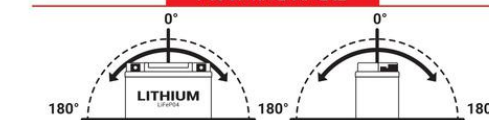
FEATURES

- Fast charging
- Multi-positioning mounting
- Very safe and environmental friendly
- Extensive cycle life: over 2000 cycles
- Very low self-discharge
- Cold temperature performance
- Waterproof design
- Ready to use: just plug and play
- Robust brass terminals
- Heat resistance: up to 230°C
- Lighter weight

REPLACEMENTS

LITHIUM	SLA	MF	DRY
BSLi-02	12N5.5-3B BB4L-B BB7C-A BB7L-B2 BTX4L+/ BTZ5S BTX5L/BTZ6S BTX7L BTZ7S BTZ7V BTZ8V	BTX4L-BS+/ BTZ5S-BS BTX5L-BS BTX7L-BS BTZ7S-B	12N5.5-3B BB4L-B BB6.5L-B BB7C-A BB7L-B BB7L-B2

MOUNTING ANGLE



High inclination

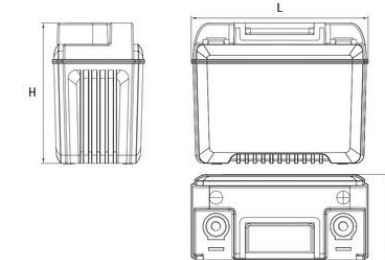
NON-SPILLABLE

OPERATING TEMP. RANGE

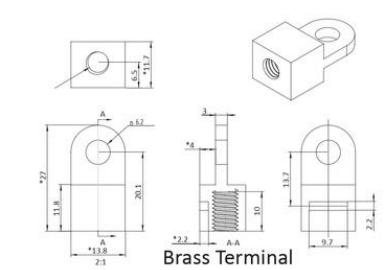
Charge temperature: 0°C to 45°C
Discharge temperature: -20°C to 55°C
Storage temperature: 0°C to 30°C

DIMENSIONS & WEIGHT

Length (L): 114mm ±1mm
Width (W): 70mm ±1mm
Height (H): 85mm ±1mm
Weight: 0.55kg (tolerance ±3%)



TERMINALS (mm)



PRODUCTS

POINT OF SALES DEVELOPMENT

[LINK](#)

REMINDER

WALL POSTER



- Format :
- .png
 - .ai

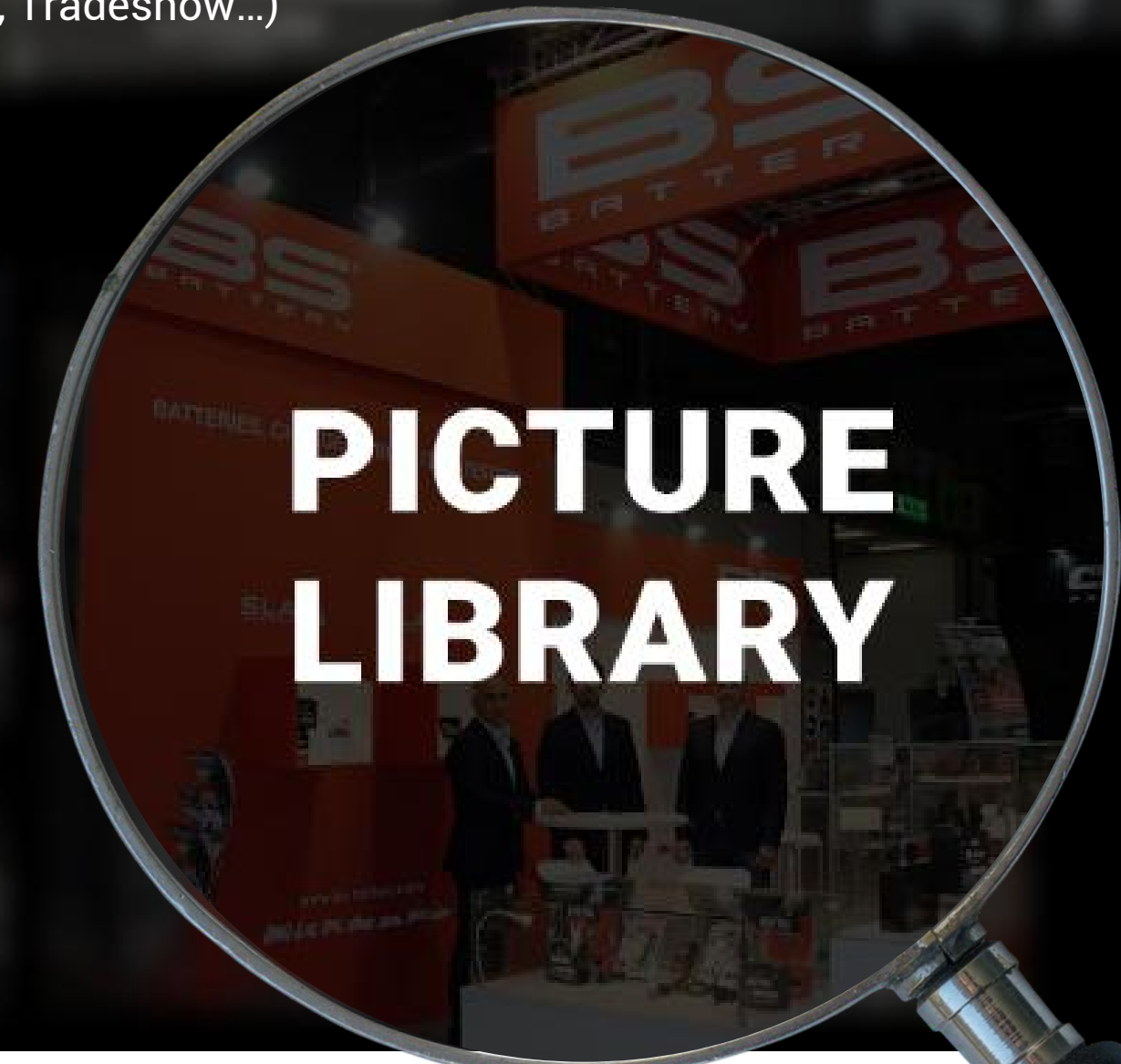
B2B PORTAL

All BS BATTERY Pictures & Videos :

- Product (packshot & product placement)
- Merchandising (packshot & product placement)
- NEW Racing (Races; Pilots; Client Expériences)
- Motorcycle Brands (pictures filtered by Brands)
- Corporate (Internal Event, Tradeshow...)

BRAND

PRODUCTS



**PICTURE
LIBRARY**

NEXT SLIDES

Discover all the content available on B2B PORTAL



**PICTURE
LIBRARY**



PICTURE
LIBRARY

PRODUCT

[LINK](#)



NEW Packshots > Accessories > PA-01



PICTURE
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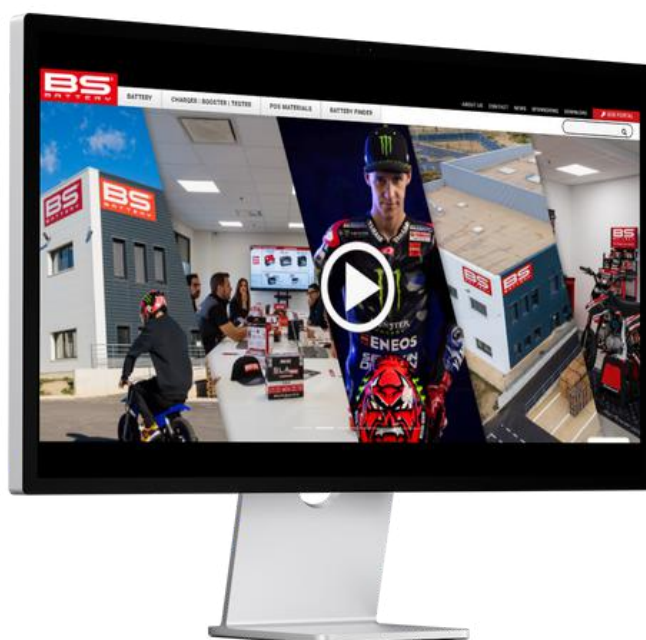
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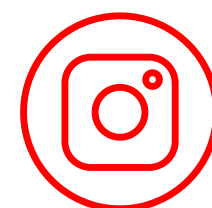
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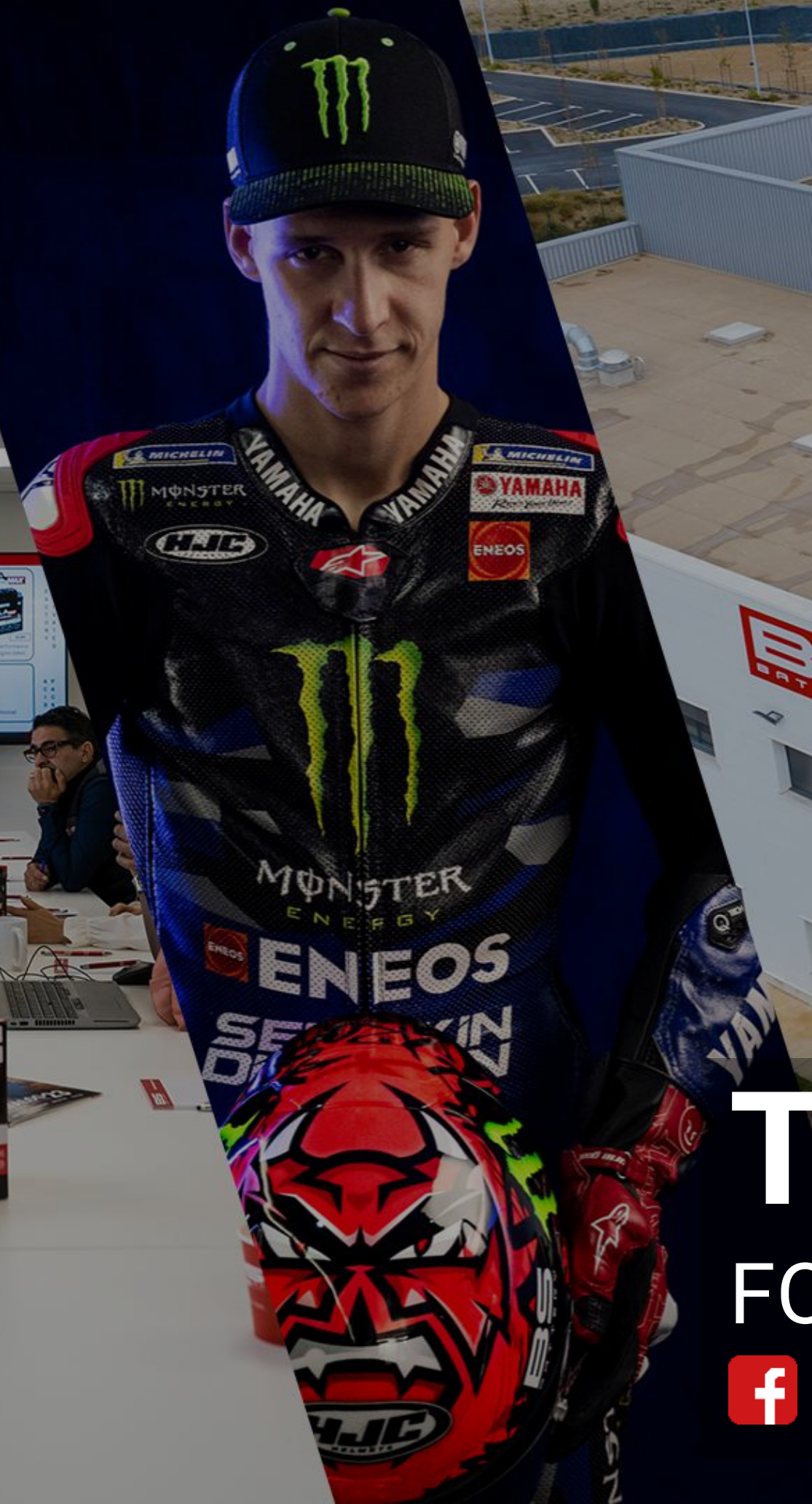
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