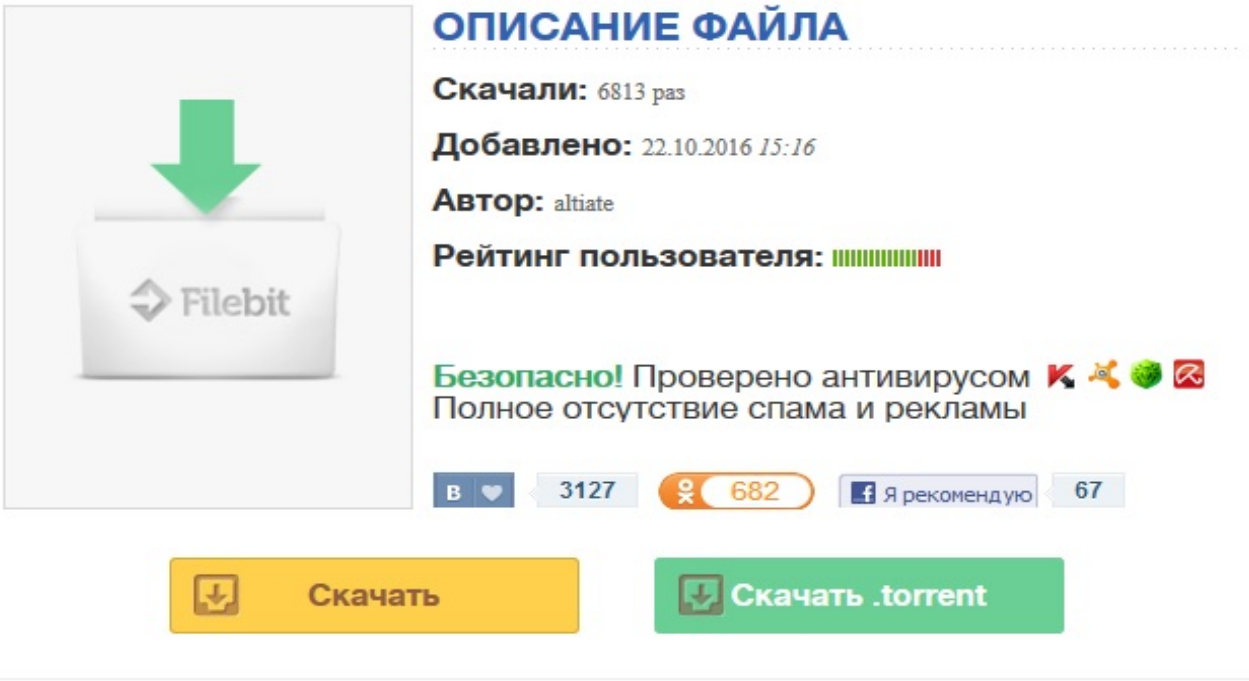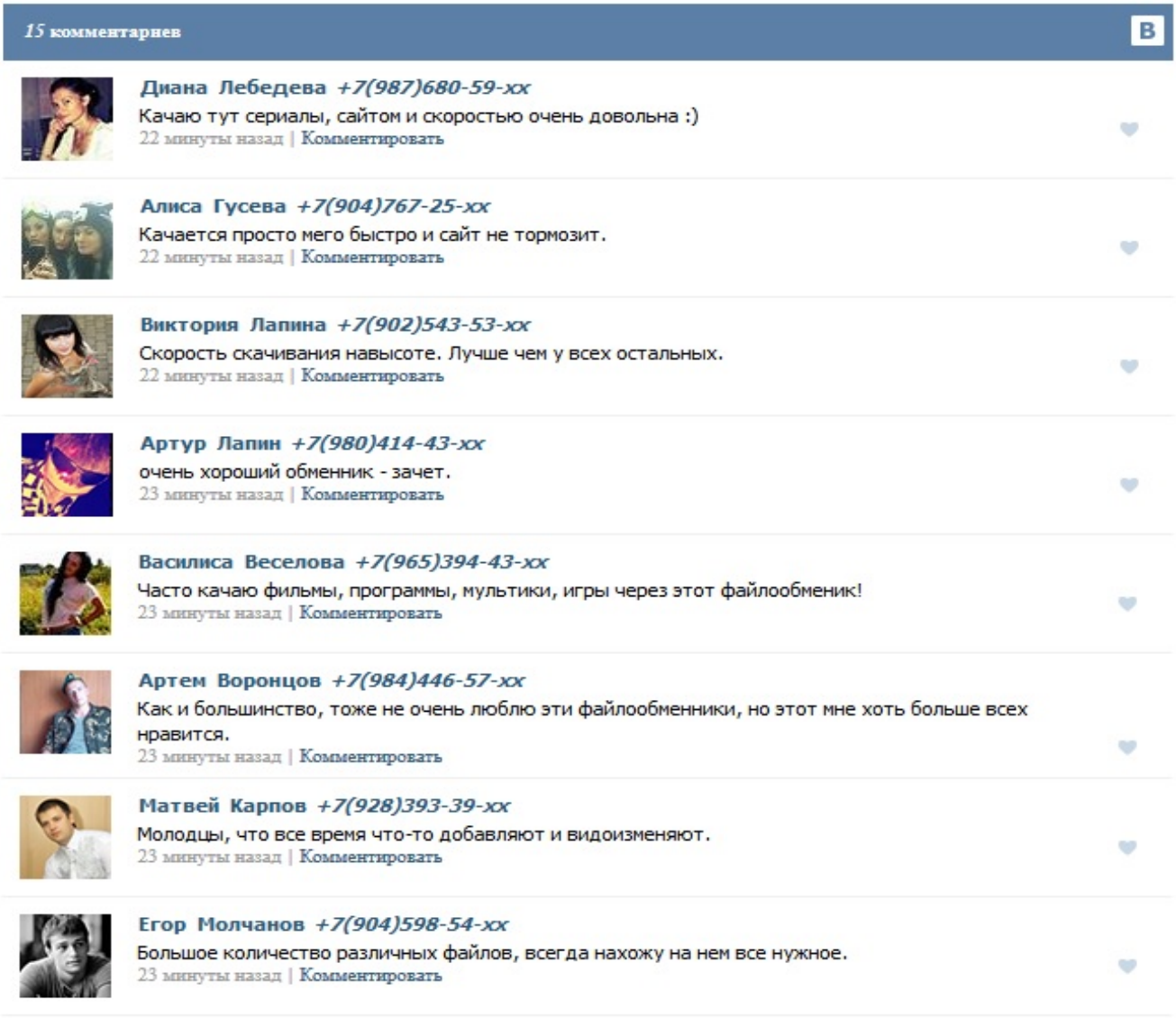характеристика бланка документа