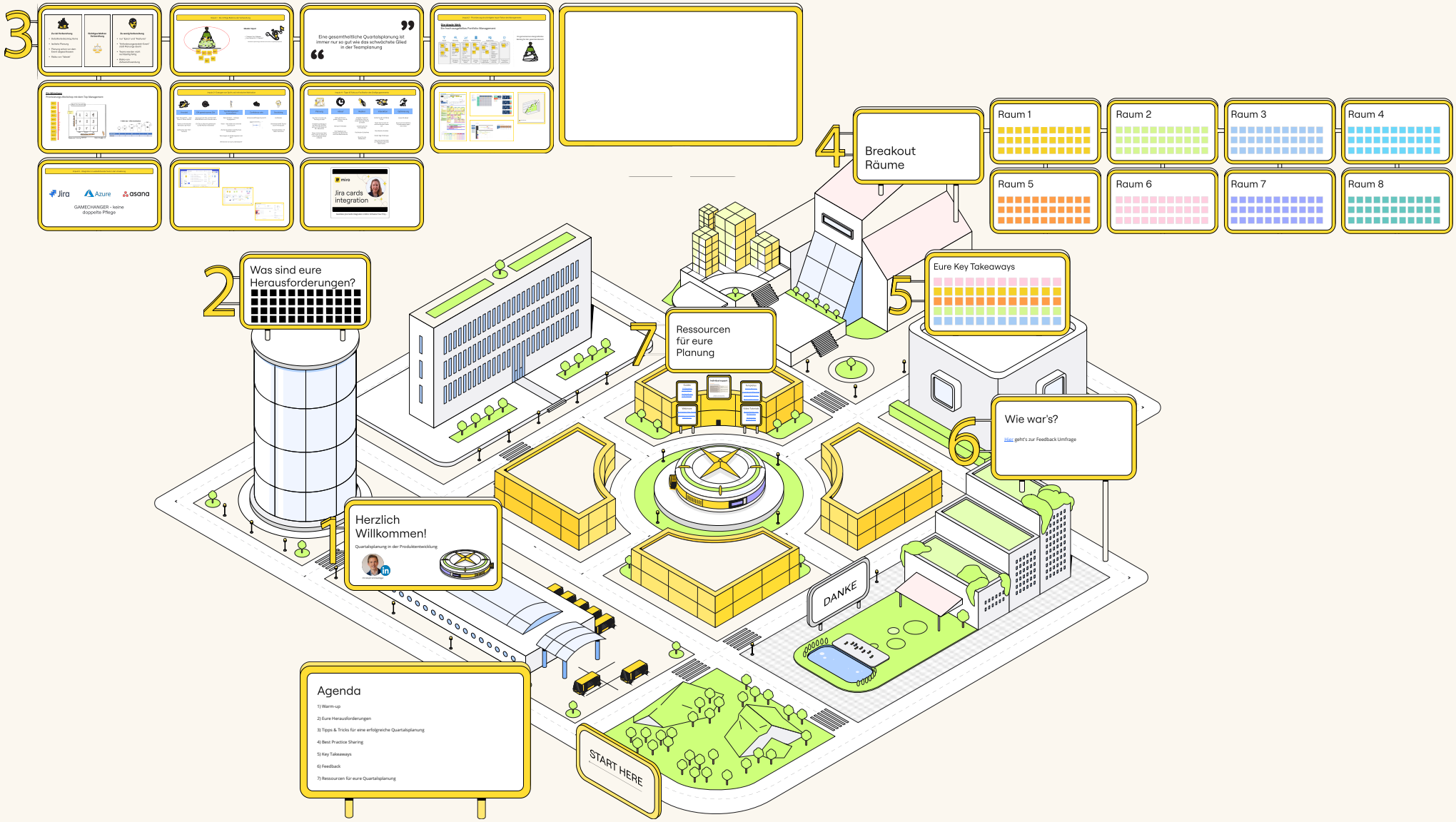Produkt-Kompass 2024