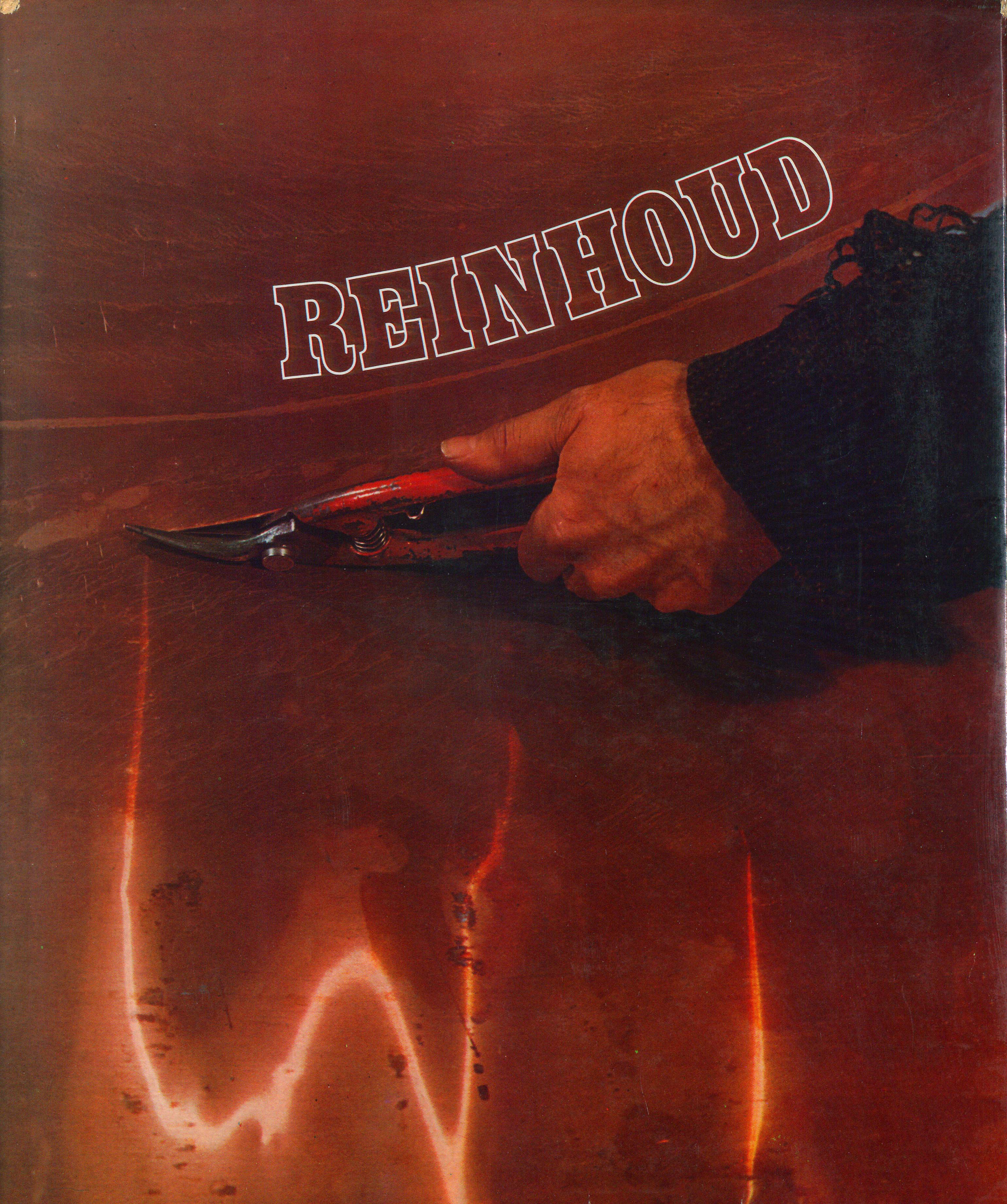REINHOUD