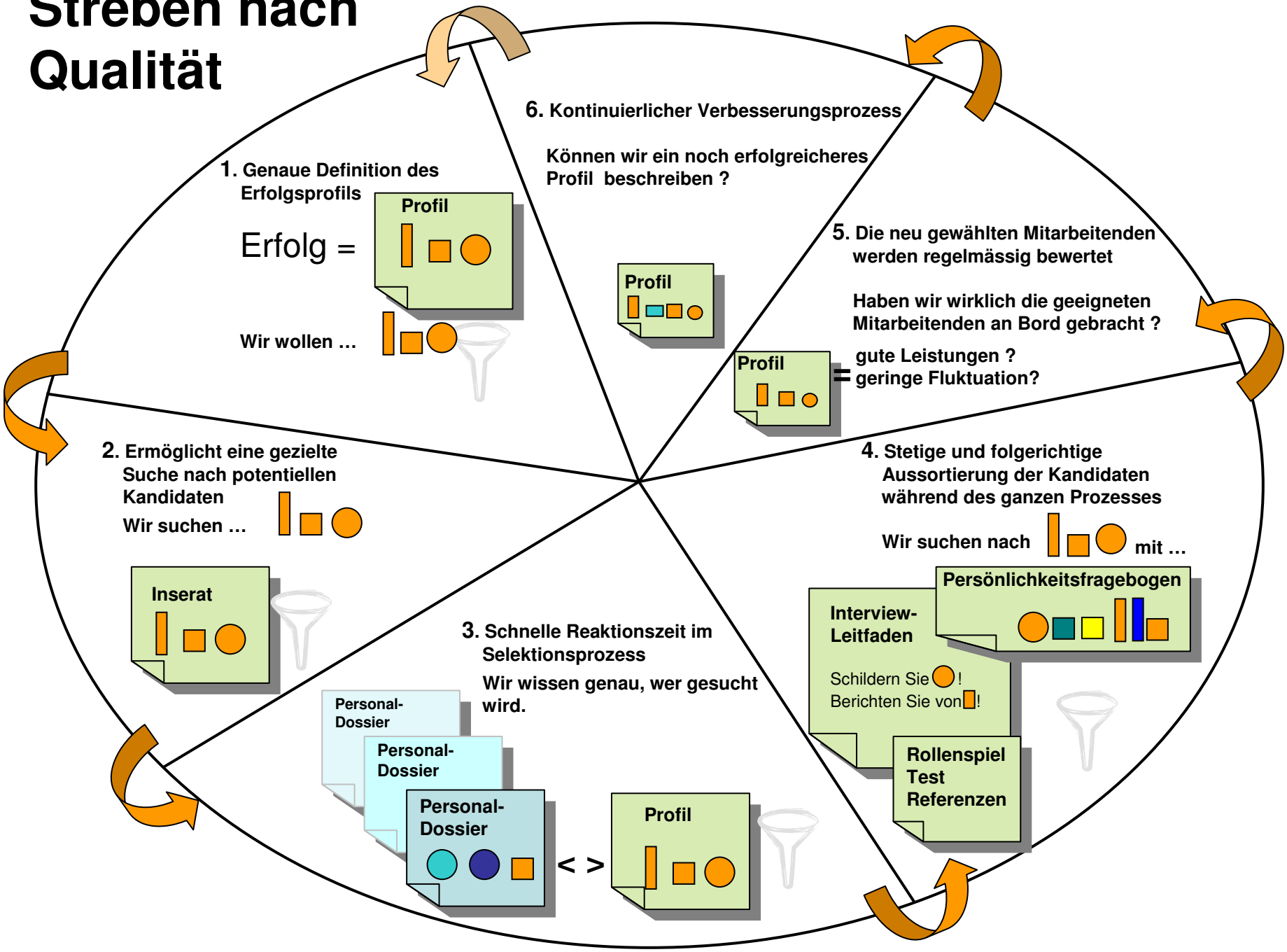Streben nach Qualität