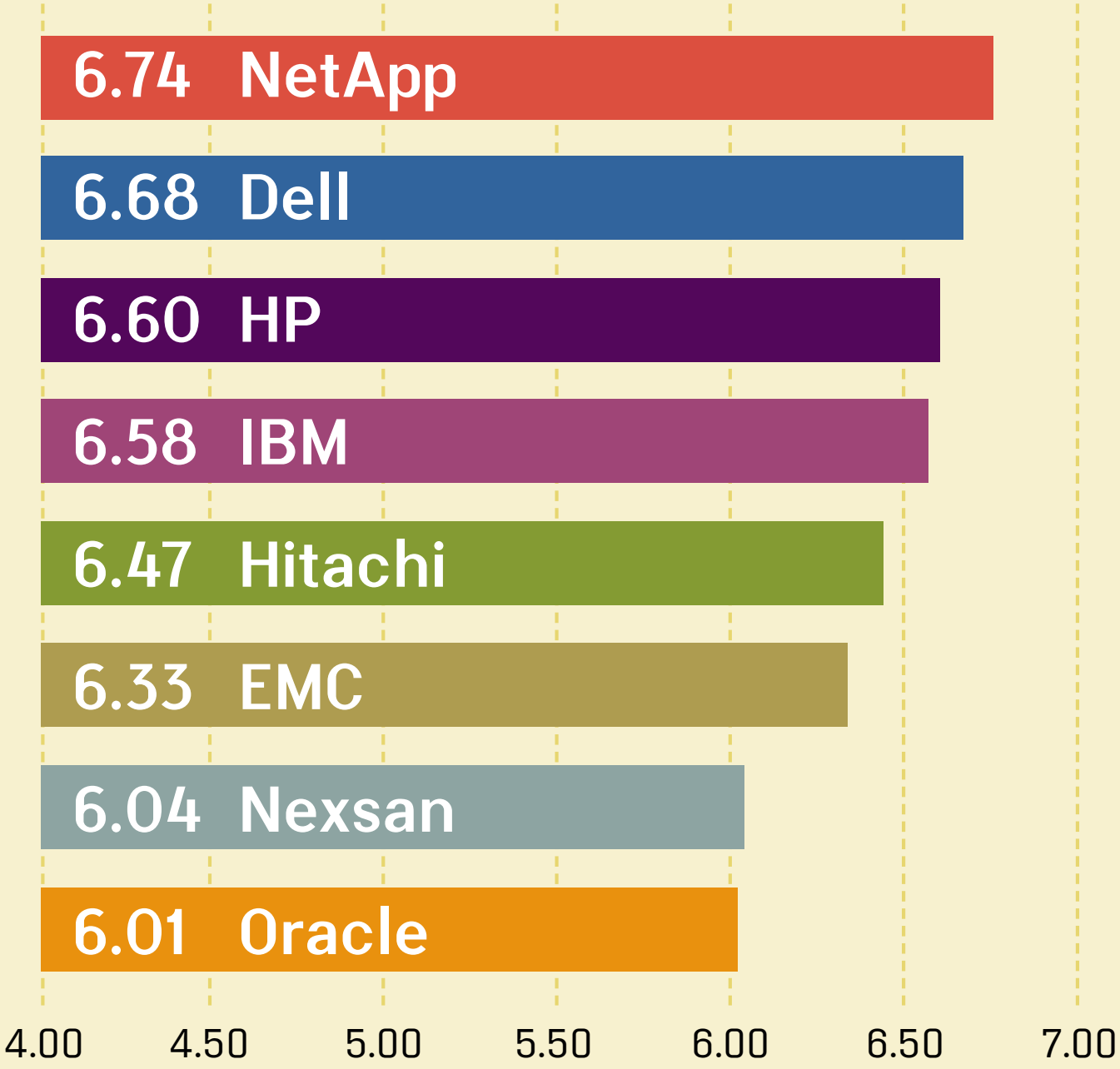INITIAL PRODUCT QUALITY