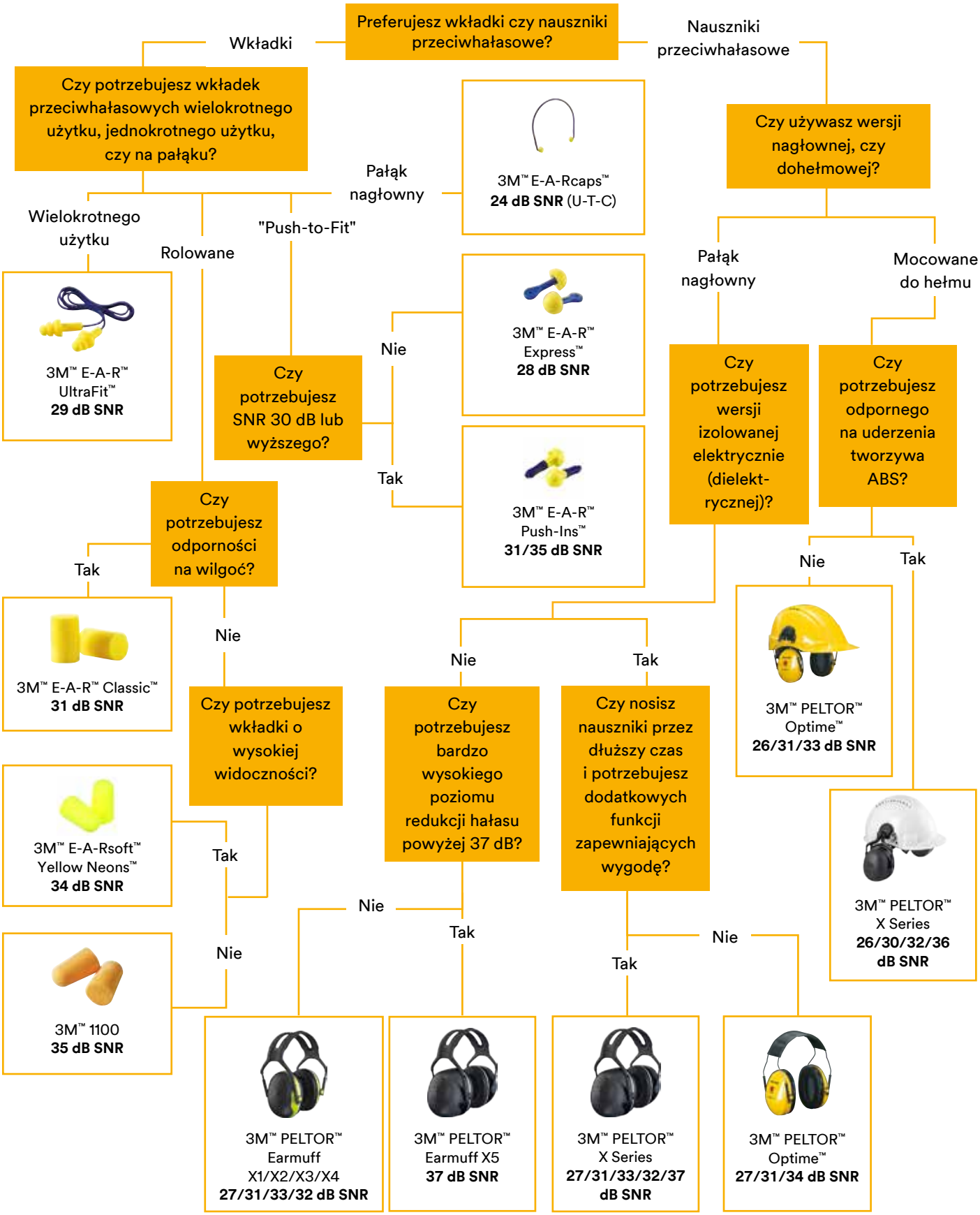Wybór odpowiedniego produktu.