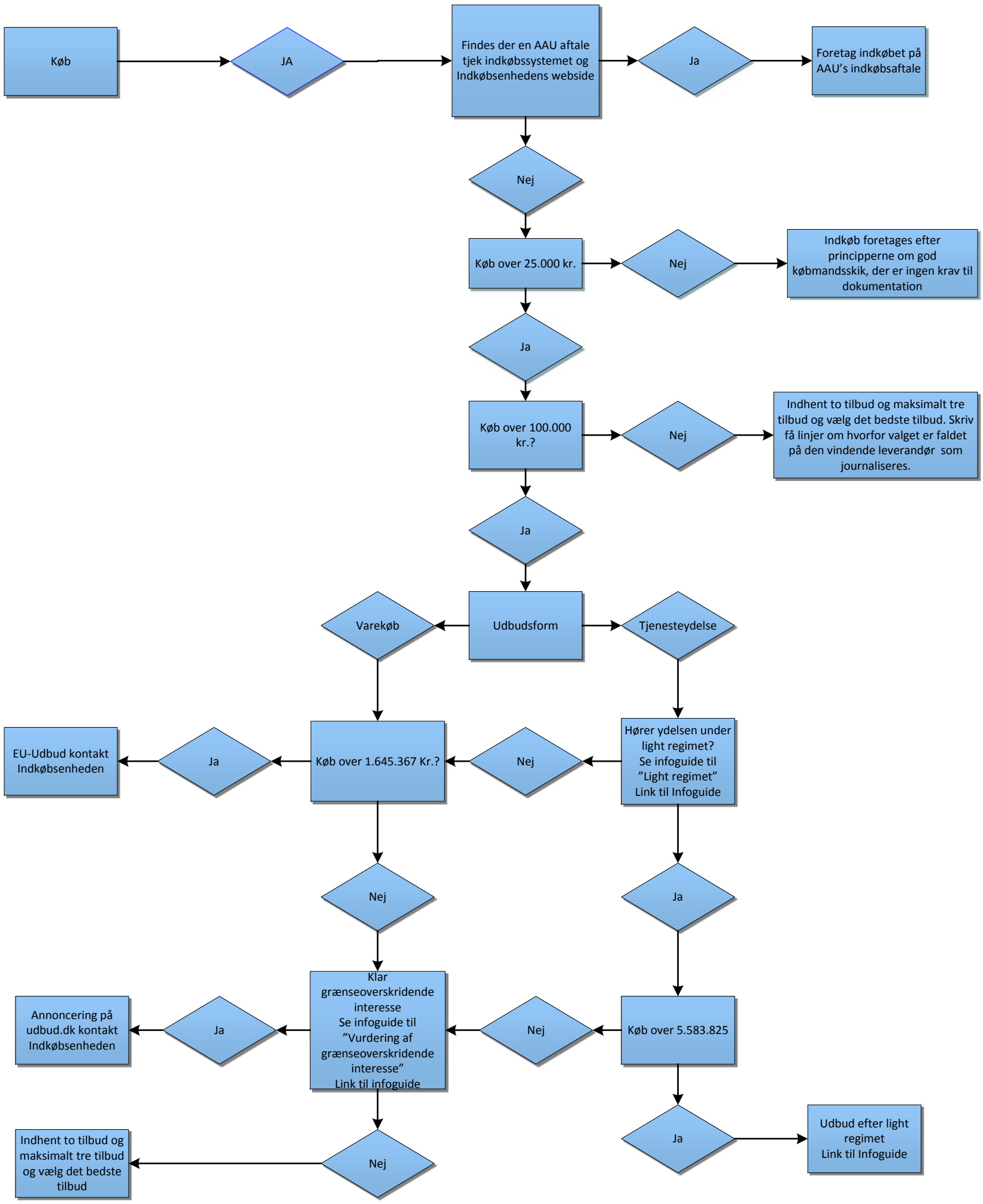Sådan Køber du ind