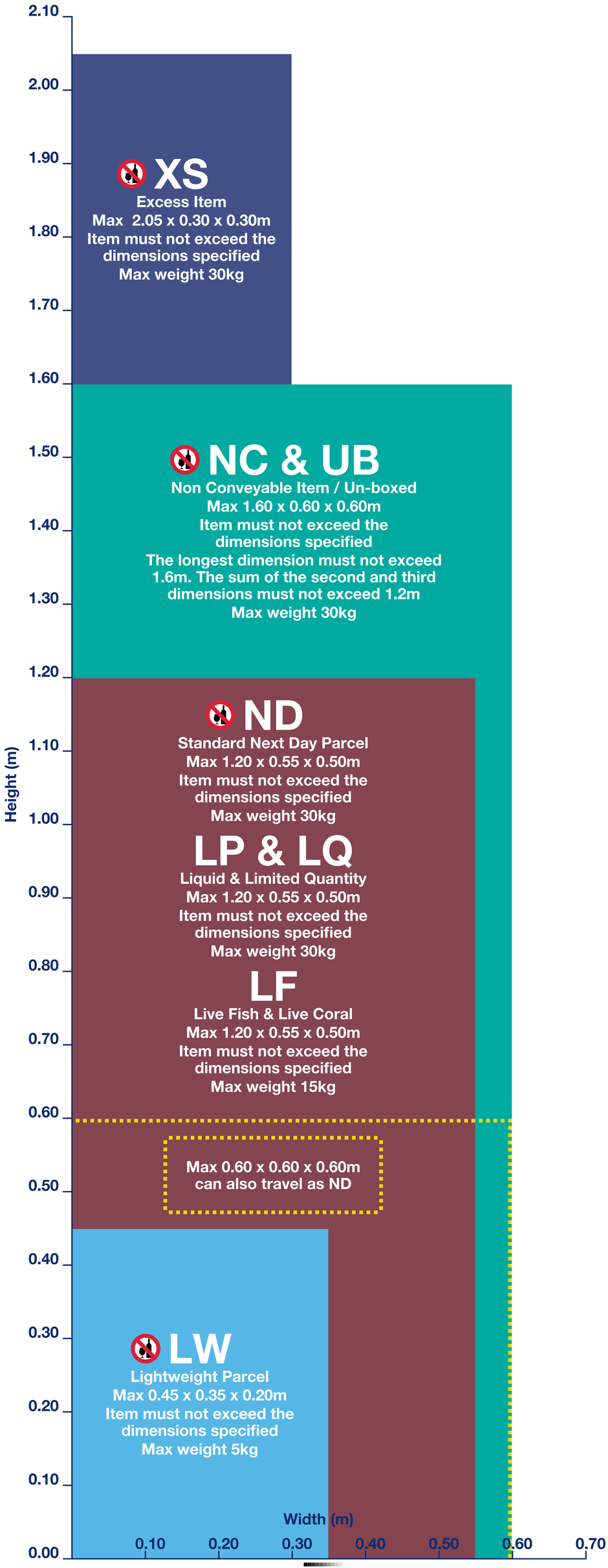Product Measurement Guide