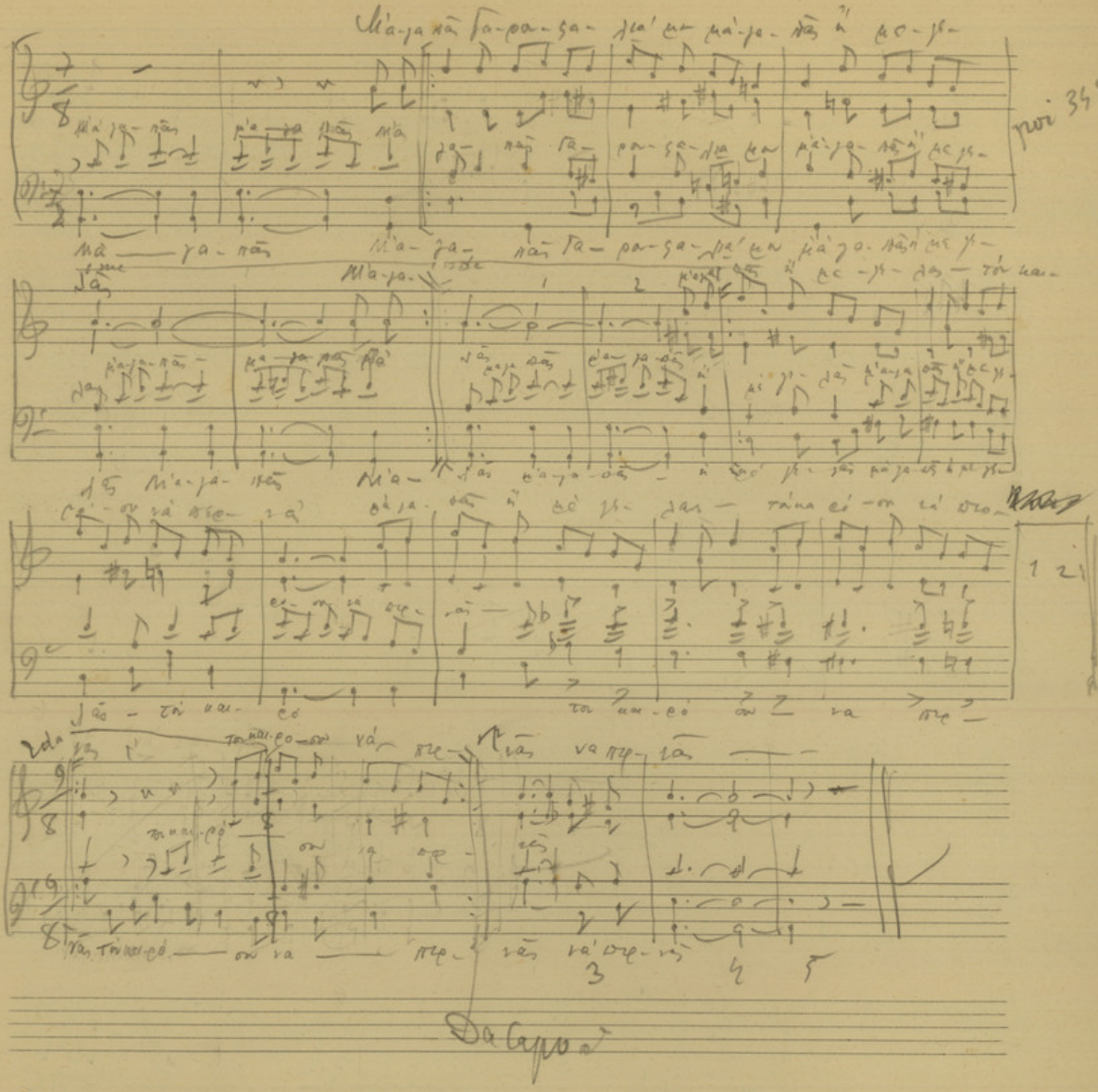Παραγγελιά