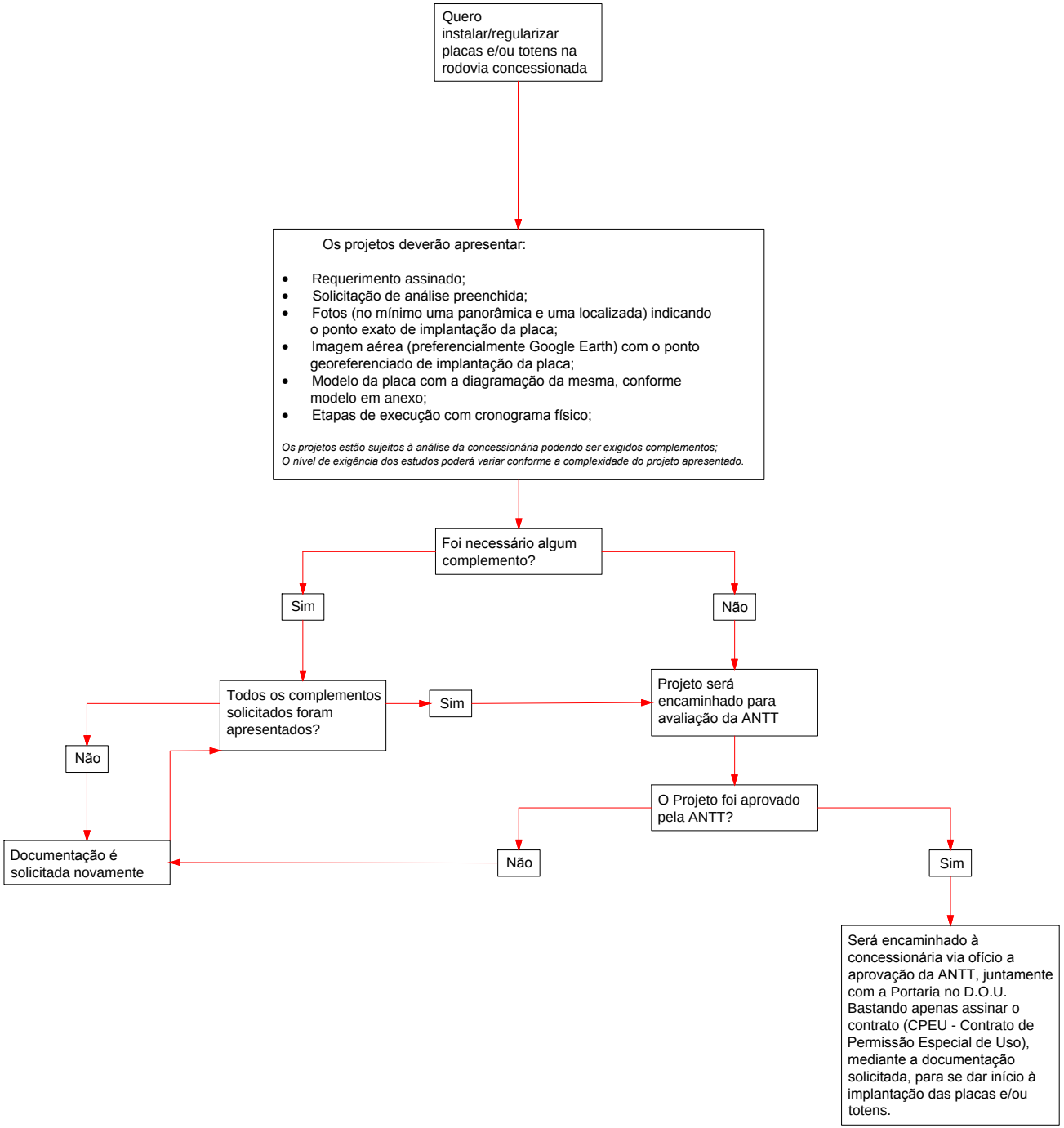FLUXOGRAMA DE PLACAS E PUBLICIDADE