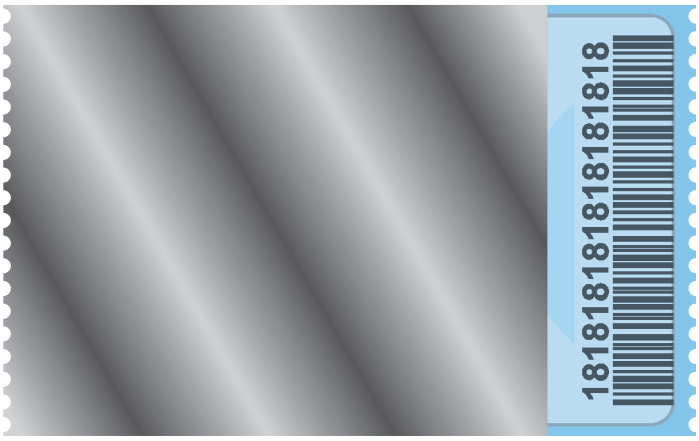Příloha č. 4 – Grafická úprava karty a obalu