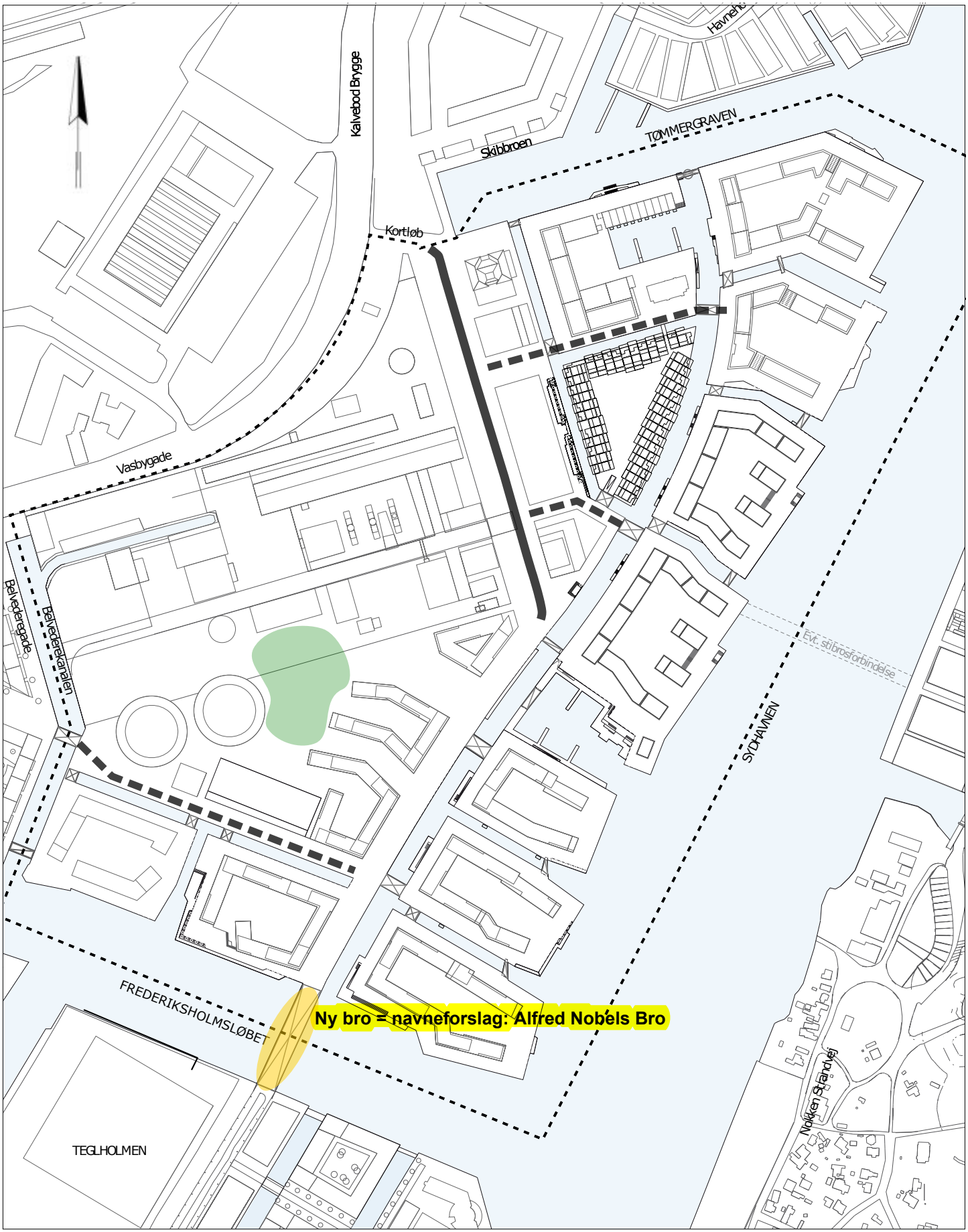Bilag bronavn