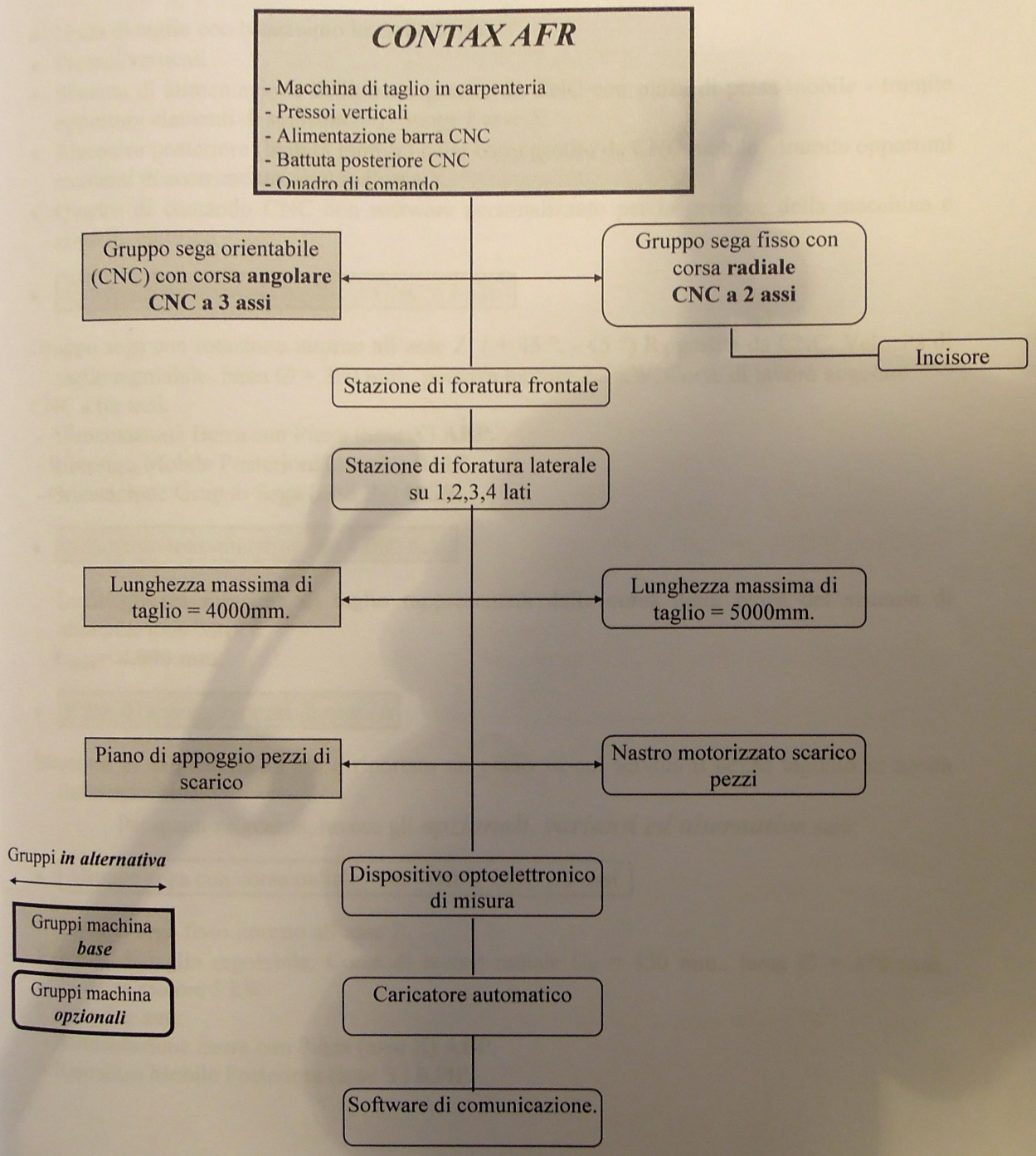1.1 - MORFOLOGIA DI PRODOTTO