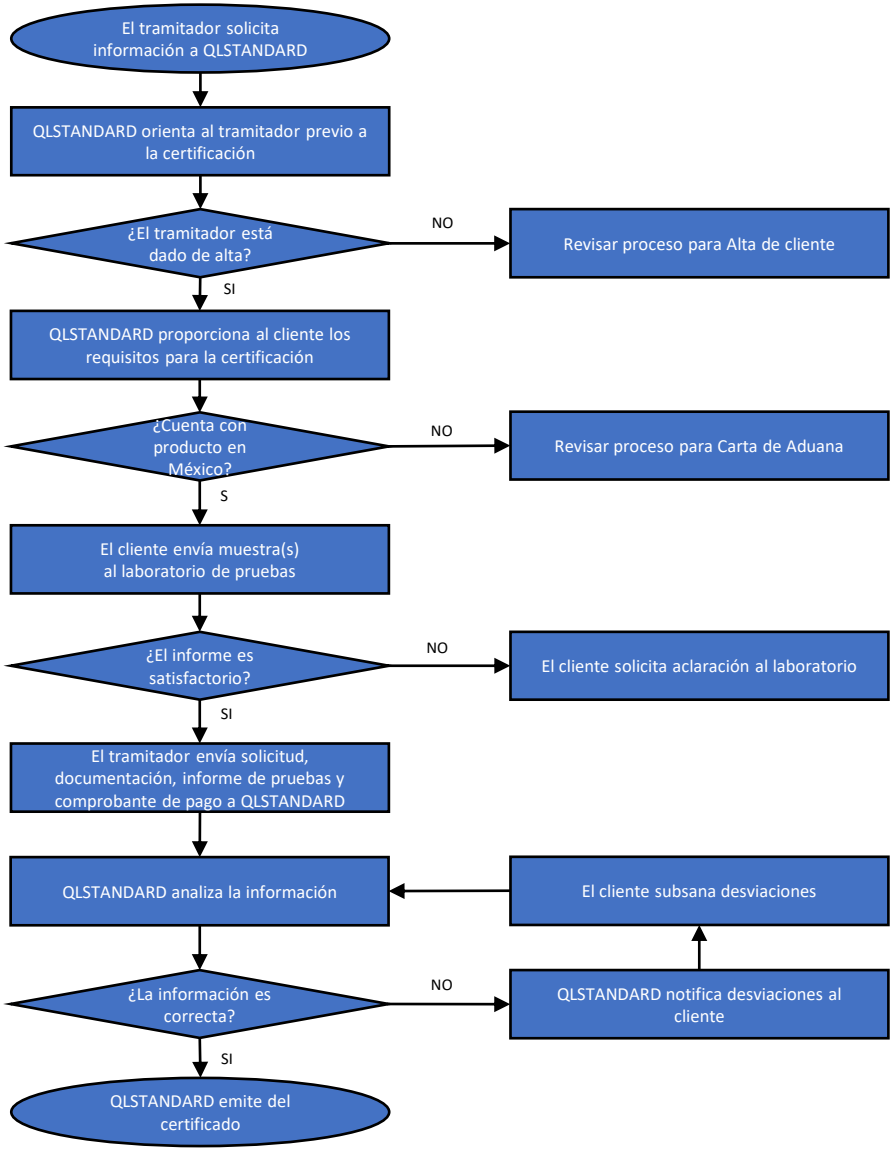PROCESO PARA CERTIFICACIÓN DE PRODUCTO