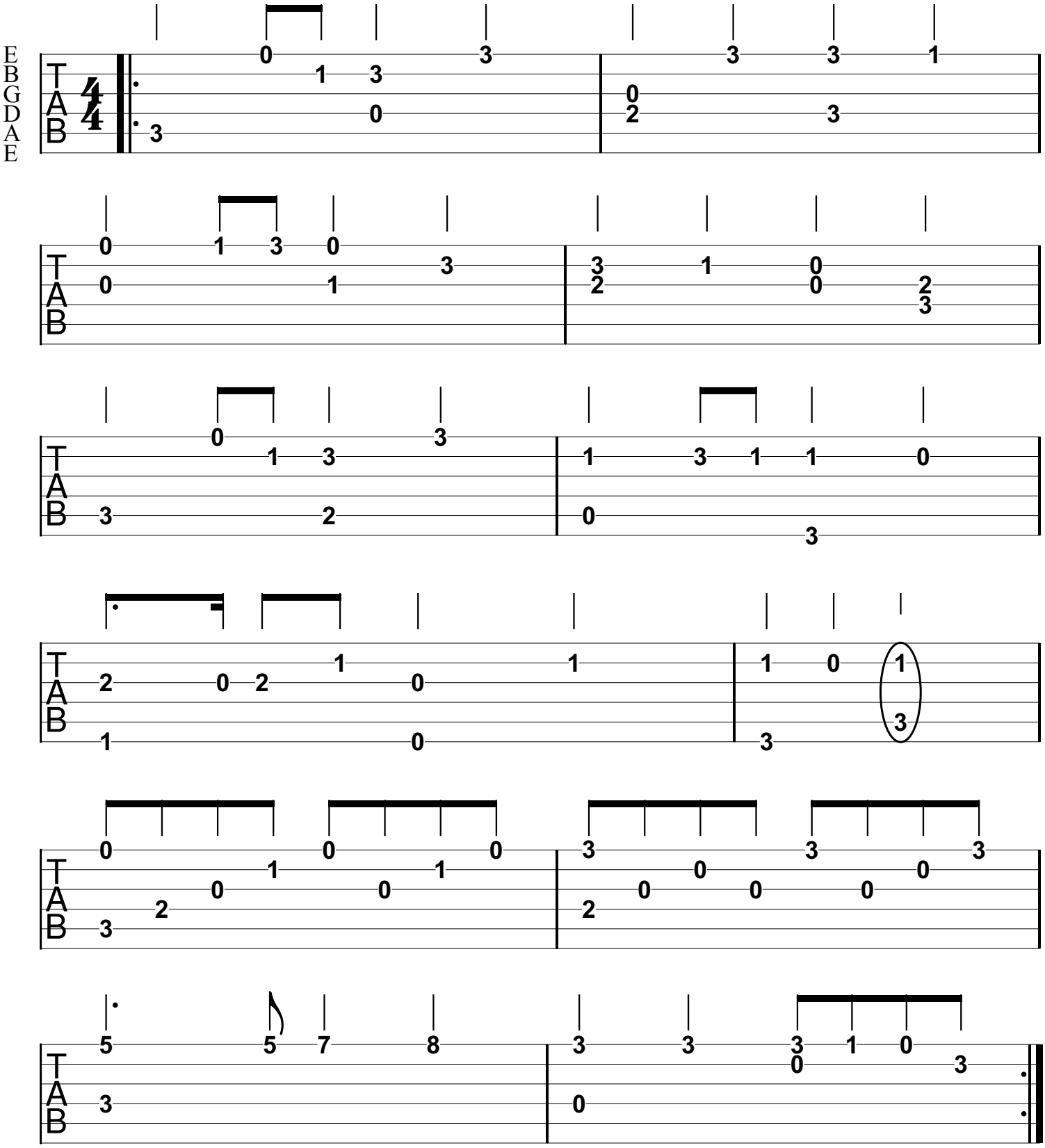Björnes Magasin