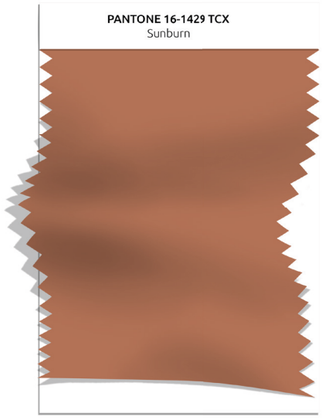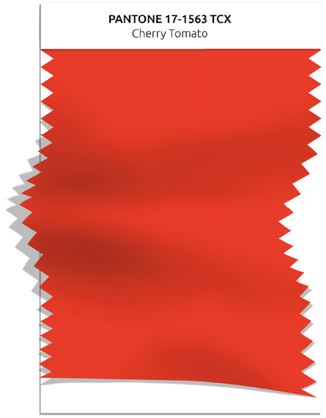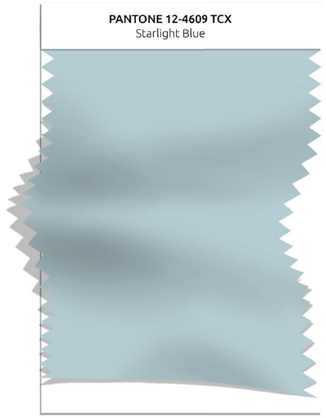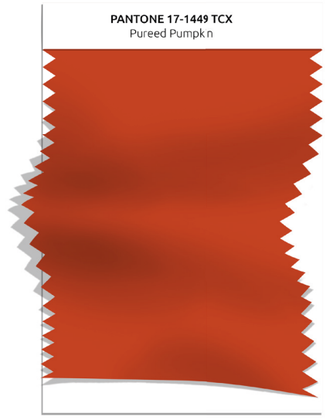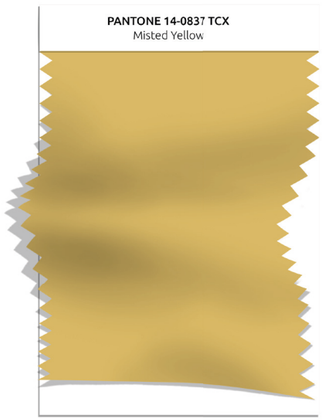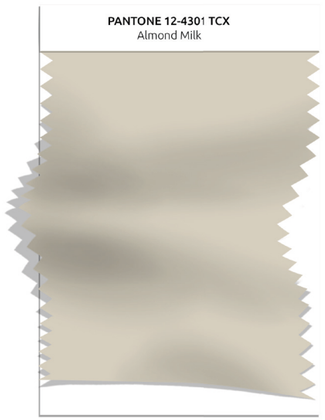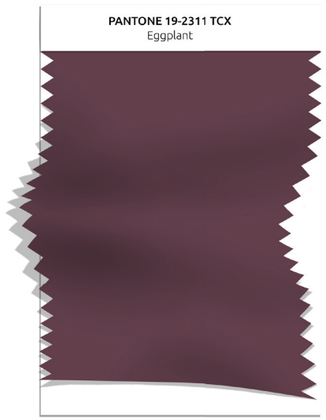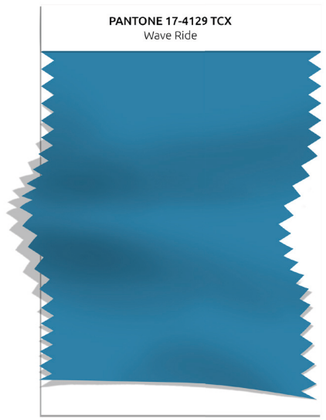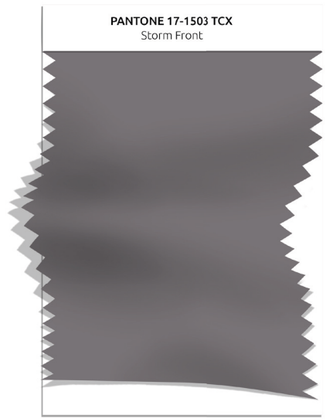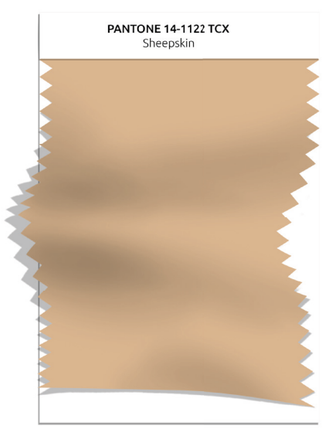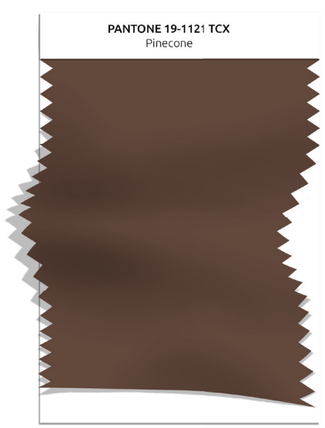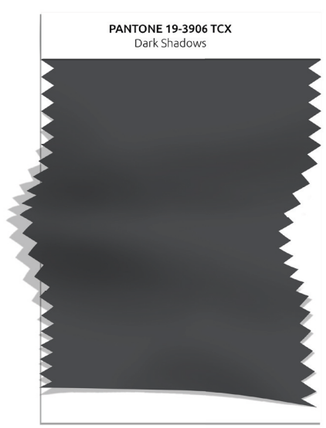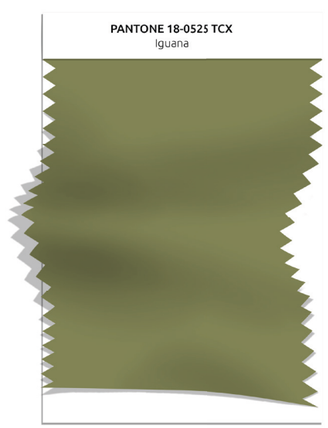Die Pantone Trendfarben 2024