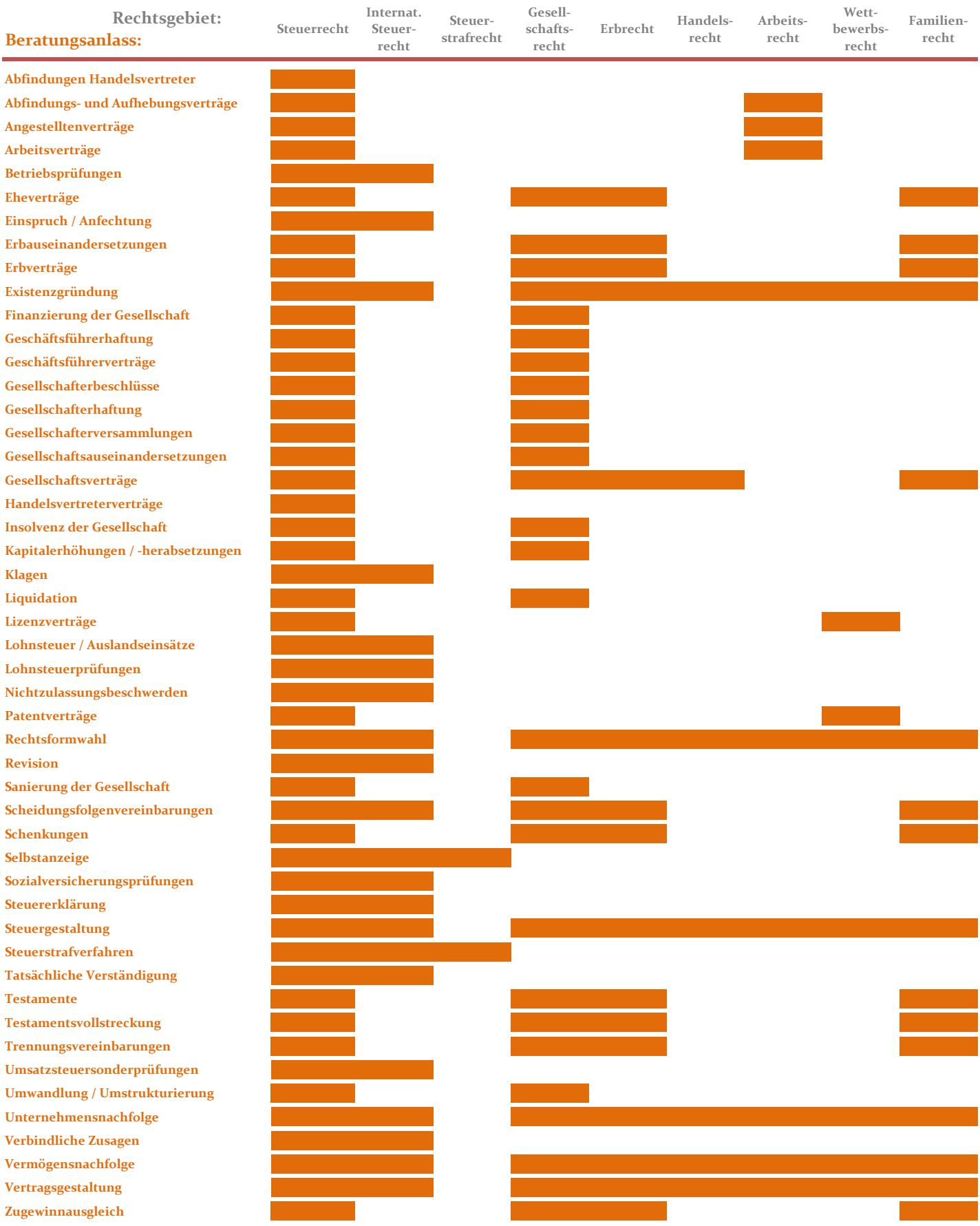RKP-KÄUFFER.de-Beratungsmatrix