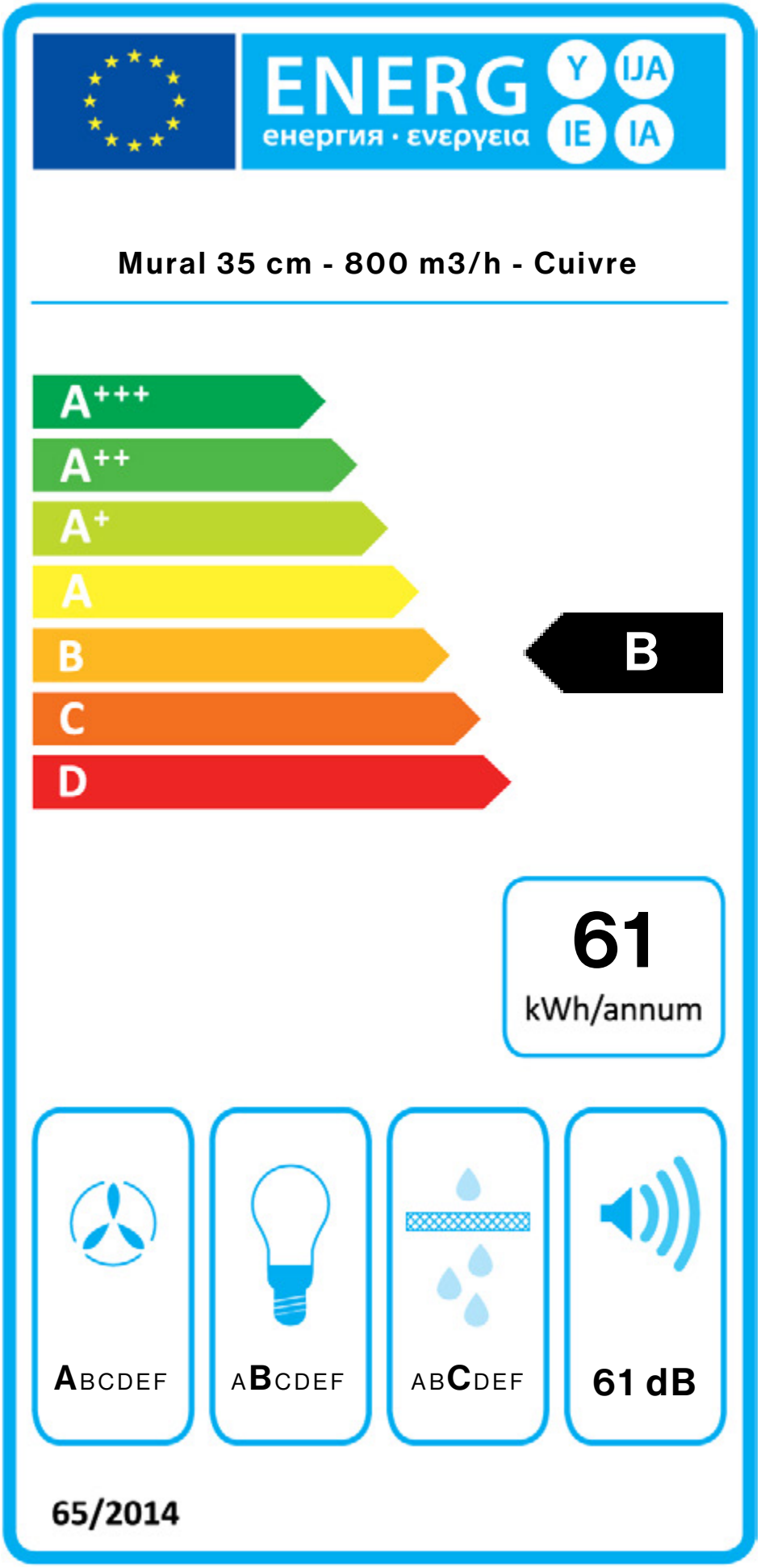Etiquette énergétique