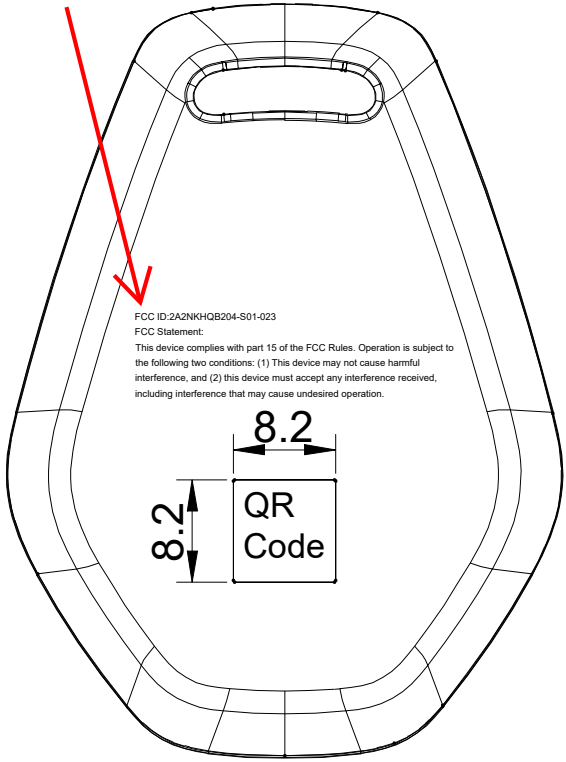Label Location on product back