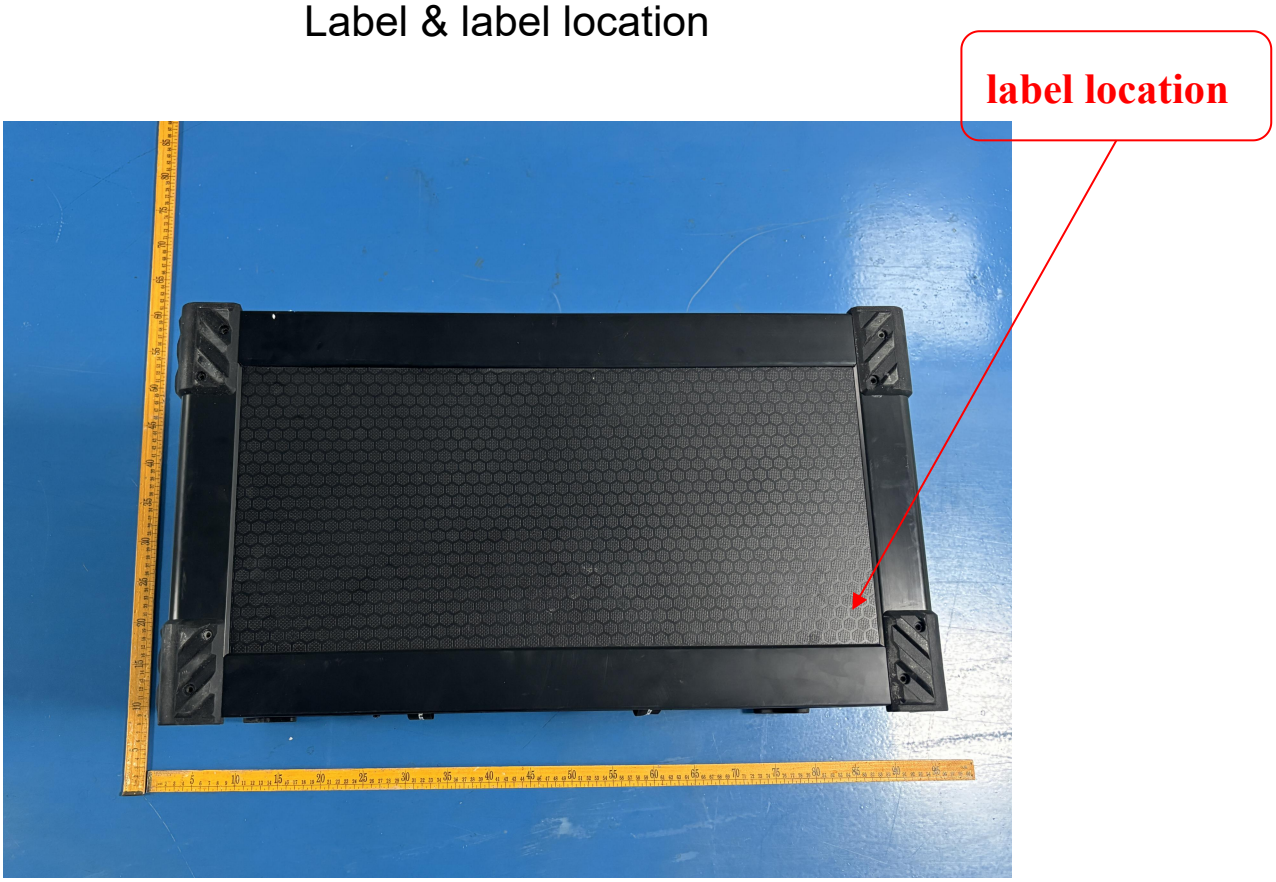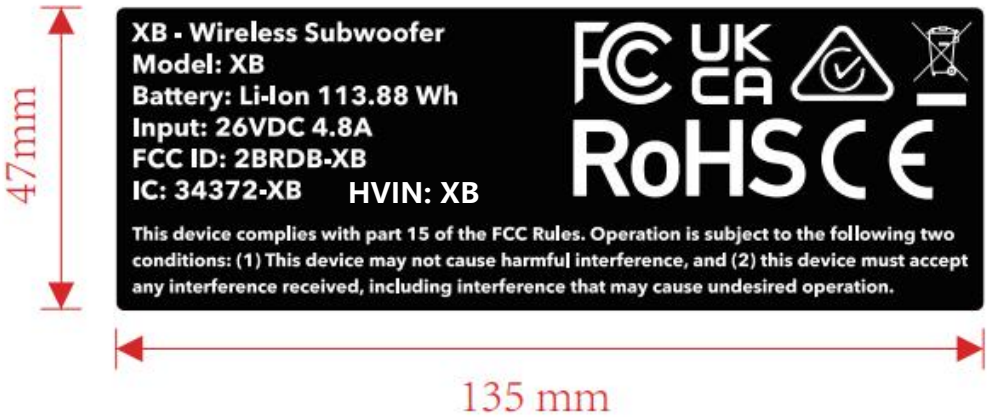Label & label location