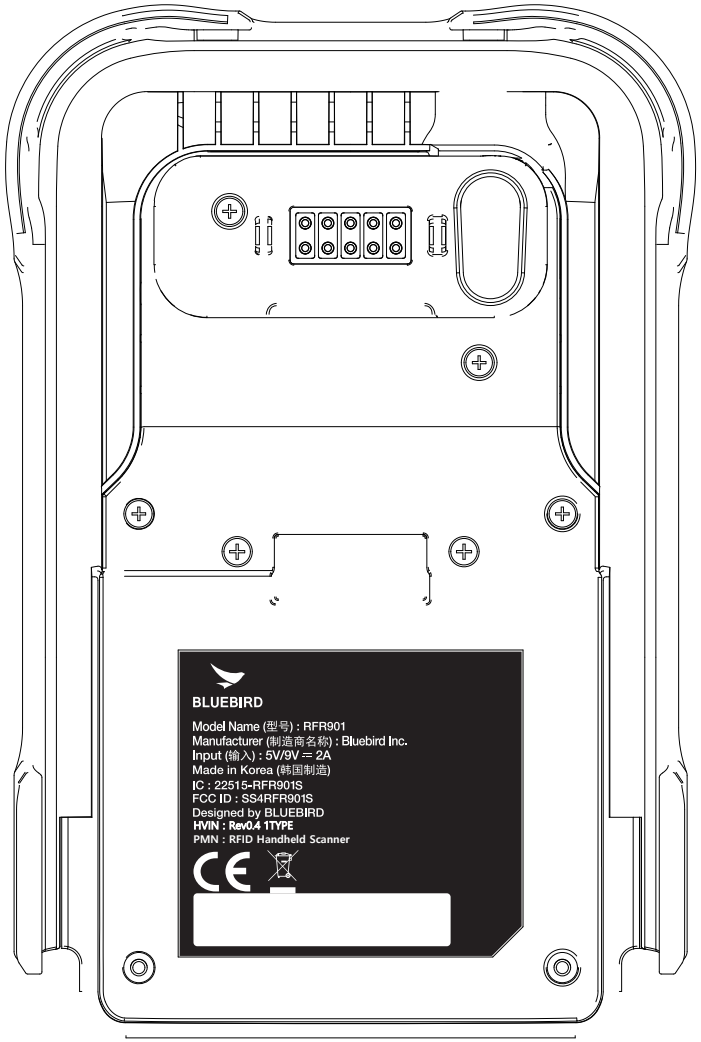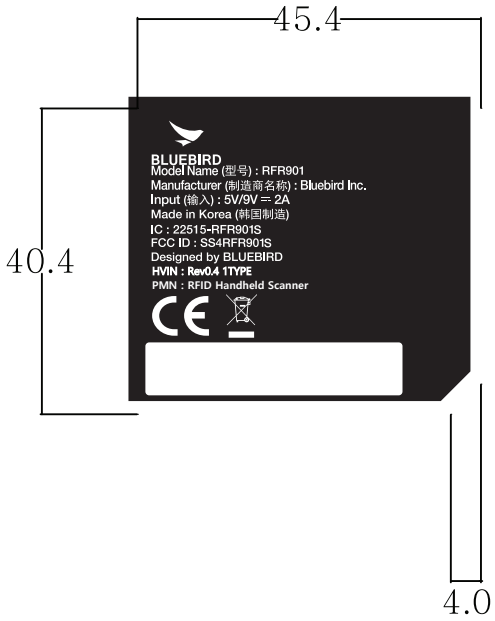PO	Engineering	Product Planning	Design