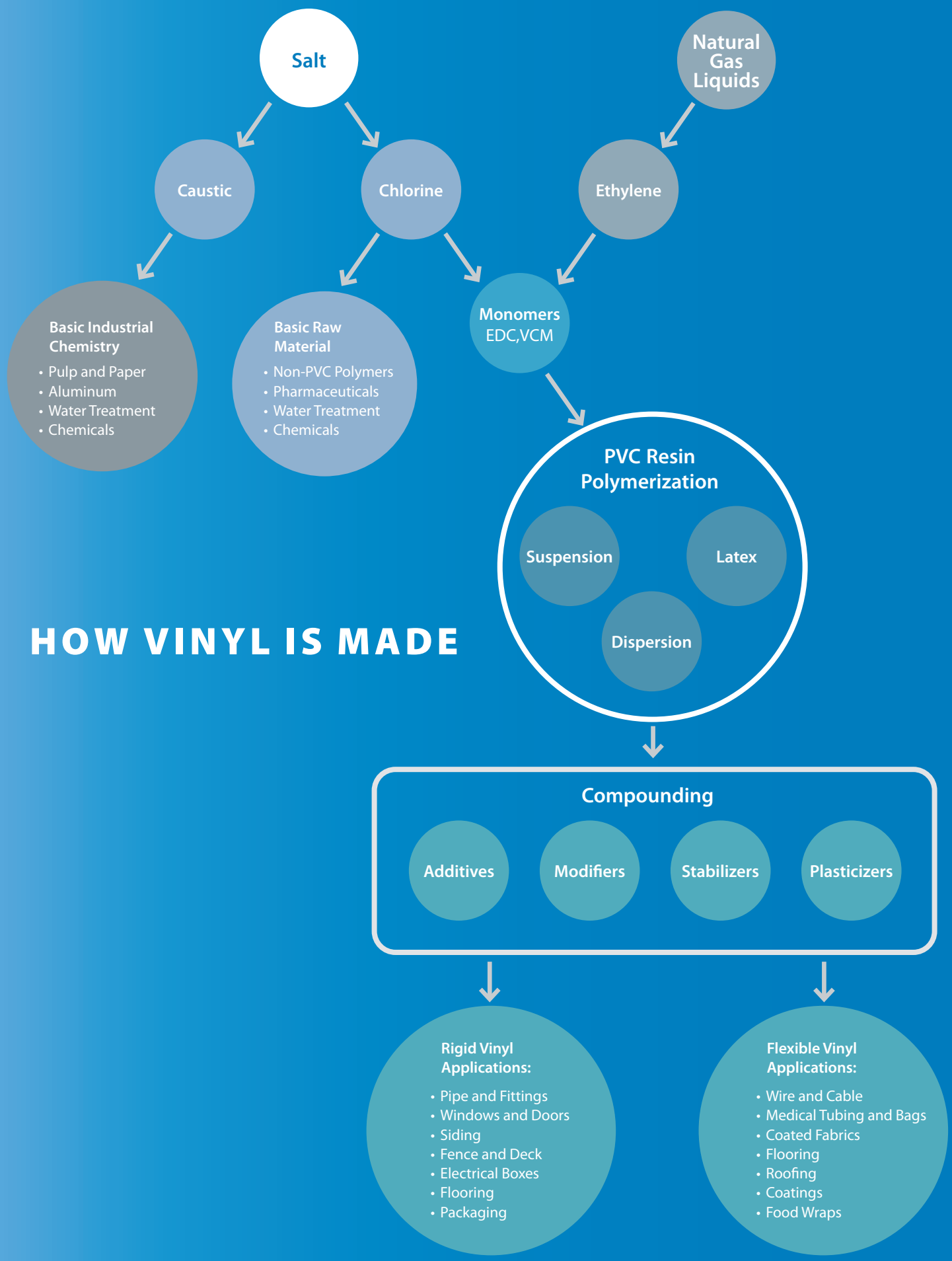HOW VINYL IS MADE