



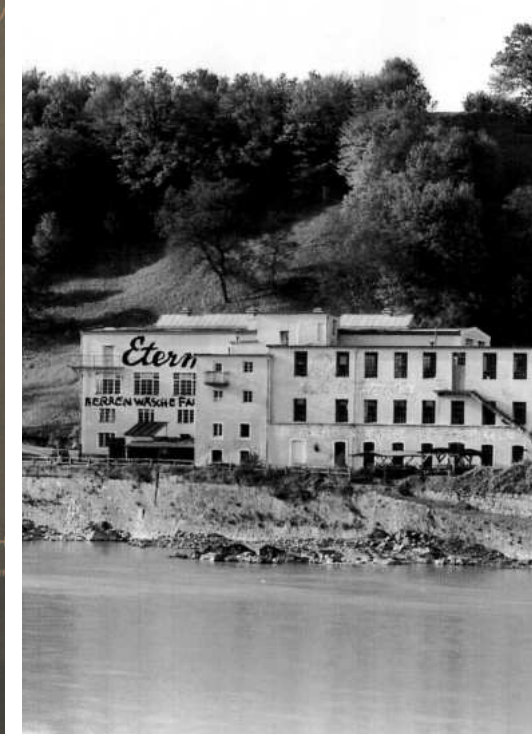
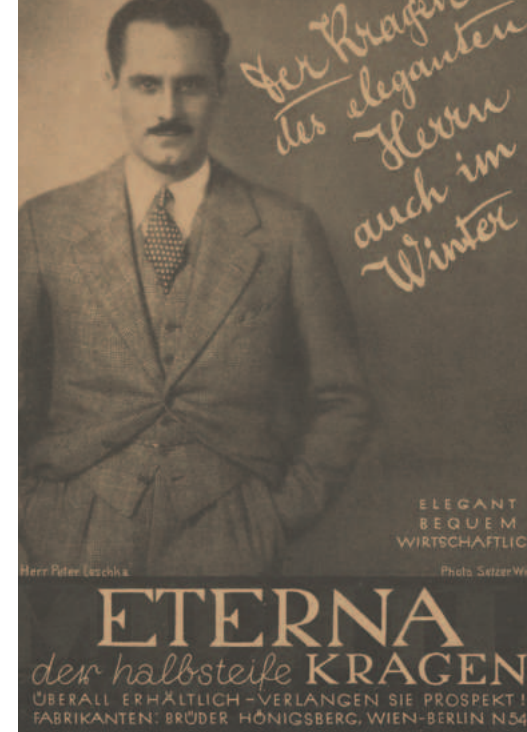
ET ER NA

CORPORATE FASHION

Our history spans more than 160 years, our passion is shirts and blouses and our corporate philosophy is clearly defined.

We live our values.
We follow our vision.

Read more:





We take
responsibility.

Environment

Throughout the entire life cycle of our shirts and blouses, we endeavour to keep our **carbon footprint as small as possible**. We avoid monocultures when we source our cotton, we pay attention to the **quality of waste water** in textile finishing and we optimise transport routes to avoid unnecessary emissions.

People

ETERNA **takes responsibility** for all the people involved in the manufacturing process of our shirts and blouses – regardless of the country they work in. We regard **fair working conditions**, occupational safety, regular working hours and social benefits as basic rights and as a matter of course. We do not tolerate discrimination, child labour or forced labour.

Future

ETERNA's sustainable principles are fixed in **our company policy** and our environmental policy. All employees have to state their commitment to these guidelines. Our **business partners** have to accept our supplier code of conduct to confirm their **sustainable and responsible way of working**.

Resources

We aim to handle resources consciously, meaningfully and sparingly. Our motto is: **reduce, re-use, recycle**. Wherever possible, we use recycled products in order to give leftover cotton, paper or cardboard a second life. At present, we're successively replacing plastics with renewable and reusable recycled materials.

Transparency

ETERNA fosters long-term, **close relationships** with its suppliers. These relationships are built on trust. Because close cooperation is required in order to ensure **supply chains are seamlessly certified**. The value chains for shirts and blouses which bear the MADE IN GREEN by OEKO-TEX® product label are **fully transparent**.



Sustainability is not a fashion trend.

As far back as 2000, ETERNA was the **world's first manufacturer** of men's shirts, business clothing and blouses to receive the **highest OEKO-TEX® certification**, which today equals the product label MADE IN GREEN by OEKO-TEX®. We've also **disclosed our entire value chain** since 2015. This is available for anyone - you can trace your product without gaps using the EAN code.

Also, we support a **large variety of sustainability projects** and initiatives like the Better Cotton Initiative, myclimate, Green Button, TEXAID and many more.



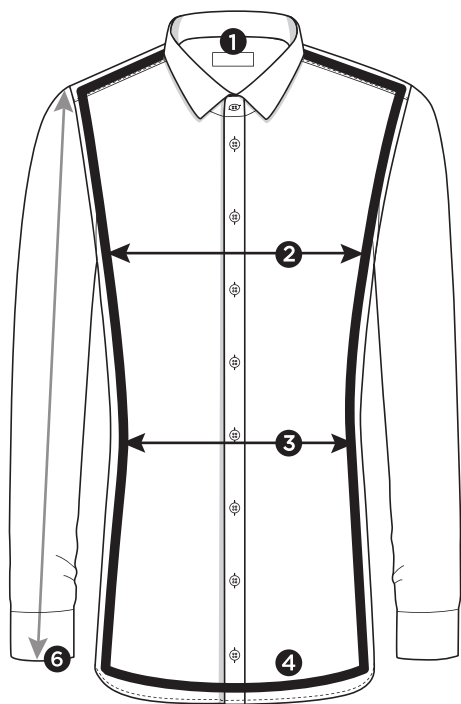
eterna-naturally.com

#NATURALLY

seals the beliefs and values of ETERNA: highest quality, sustainability and fair production.

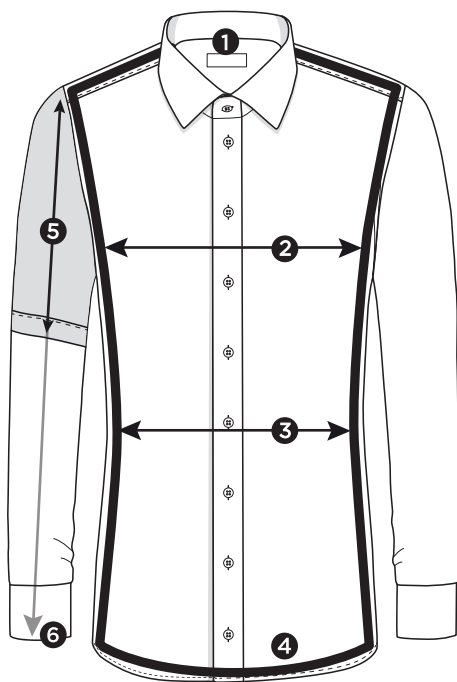
Super Slim

Figure-Hugging.



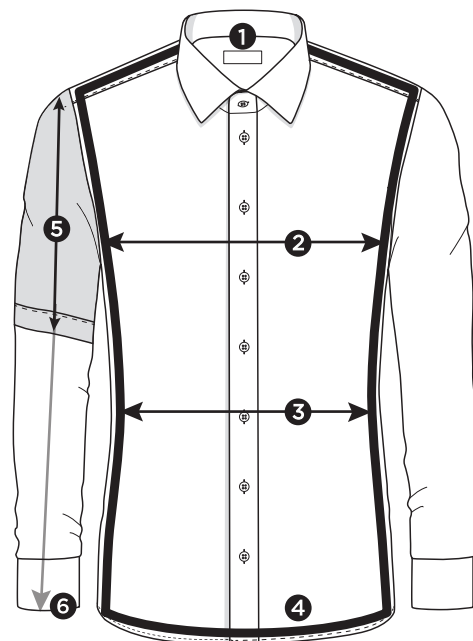
Slim Fit

Narrow Fit.



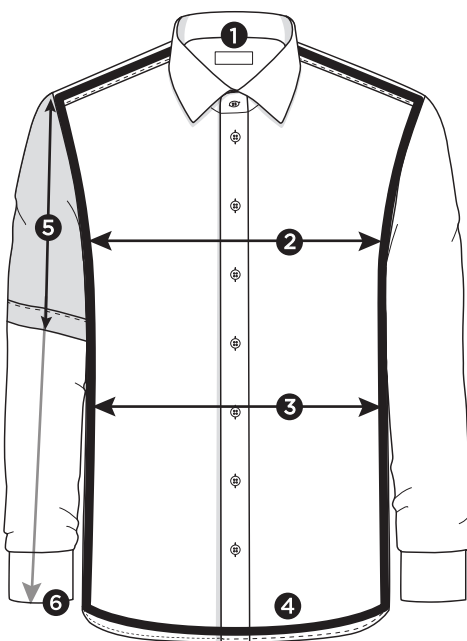
Modern Fit

Modern Fit.



Comfort Fit

Comfortable Fit.



Standard Measurement Chart

1	Collar sizes	cm	inch	36	37/38	39/40	41/42	43/44	45/46	47/48	49/50	52	54
				14	14½/15	15½/15¾	16/16½	17/17½	17¾/18	18½/19	19¼/19½	20½	21¼
2	Chest measurement	COMFORT FIT MODERN FIT SLIM FIT SUPER SLIM			112 110 102 102	120 116 110 110	128 122 116 116	134 132 124 124	148 138 134	154 146	160	168	176
3	Waist measurement	COMFORT FIT MODERN FIT SLIM FIT SUPER SLIM			108 102 92 83	114 106 98 89	124 114 104 95	134 122 112 103	148 130 122	154 138	160	168	176
4	Body length for SL 65	COMFORT FIT MODERN FIT			80 80	80 80	80 80	82 82	90 85	90 90	95	95	95
	Body length for SL 59	COMFORT FIT MODERN FIT			80 80	80 80	80 80	80 80	80 80	80 80	80	80	80
	Body length for SL 67	SLIM FIT SUPER SLIM		80	80 80	80 80	80 80	82 82	85				
	Body length for SL 68	COMFORT FIT MODERN FIT			85 85	85 85	85 85	85 85	90 90	90 90	95	95	95
	Body length for SL 70¹	SLIM FIT			85	85	85	85	85				
	Body length for SL 72	COMFORT FIT MODERN FIT			90 90	90 90	90 90	90 90	90 90	90 90	95	95	95
5	Short sleeve (1/2)	COMFORT FIT MODERN FIT SLIM FIT			28 27 24	28 27 24	28 27 24	28 28 24	30 30 26	30 30	30	30	30
6	Cuff length	COMFORT FIT MODERN FIT SLIM FIT SUPER SLIM		26	26 26 26 26	26 26 26 26	26 26 26 26	28 28 28 28	28 28 28	28	30	30	30

¹ available from Spring/Summer 2024.

the measurements apply to the finished products



Our Blouses. Our Fits.

Blouses are basics and trend pieces at the same time. In order to develop their full potential, however, they must fit perfectly and be tailored to the individual figure, personal style and occasion. Therefore, we provide four different fits.

FIT

Loose

A **casual silhouette** is typical for loose fit blouses. **More width in the stomach and waist area** gives the blouse a **slight A-shape**. Loose-fit blouses are perfect for women who prefer a **looser fit**.



FIT

Regular

Regular fit stands for **close-fitting** and at the same time **comfortable** blouses that **flatter the female silhouette** without constricting it. Thanks to their modern fit, they sit casually and offer optimal **wearing comfort**.



FIT

Fitted

Fitted blouses are **particularly figure-hugging**: their **tailored cut** perfectly accentuates a **narrow silhouette**.



Standard Measurement Chart

D282 Regular		34	36	38	40	42	44	46	48	50	52	54
Oberweite	chest measurement	96	100	104	108	112	117	122	129	135	-	-
Taillenweite	waist measurement	82	86	90	94	100	106	112	119	126	-	-
Hüftweite	hip measurement	102	106	110	114	119	124	129	136	143	-	-
Rückenlänge	body length	66	66	66	66	68	68	71	71	71	-	-

D708/H708 Regular		34	36	38	40	42	44	46	48	50	52	54
Oberweite	chest measurement	96	100	104	108	112	117	122	129	135	-	-
Taillenweite	waist measurement	86	90	94	98	104	110	116	123	130	-	-
Hüftweite	hip measurement	102	106	110	114	119	124	129	136	143	-	-
Rückenlänge	body length	66	66	66	66	68	68	71	71	71	-	-

D790/H790 Regular		34	36	38	40	42	44	46	48	50	52	54
Oberweite	chest measurement	94	98	102	106	111	116	121	128	135	142	149
Taillenweite	waist measurement	82	86	90	94	102	108	114	122	128	138	145
Hüftweite	hip measurement	98	102	106	110	116	120	124	130	136	142	148
Rückenlänge	body length	65	65	65	65	65	65	68	68	68	68	68

D791 Regular		34	36	38	40	42	44	46	48	50	52	54
Oberweite	chest measurement	94	98	102	106	111	116	121	128	135	-	-
Taillenweite	waist measurement	82	86	90	94	102	108	114	122	128	-	-
Hüftweite	hip measurement	100	104	108	112	118	122	126	132	138	-	-
Rückenlänge	body length	65	65	65	65	67	67	70	70	70	-	-

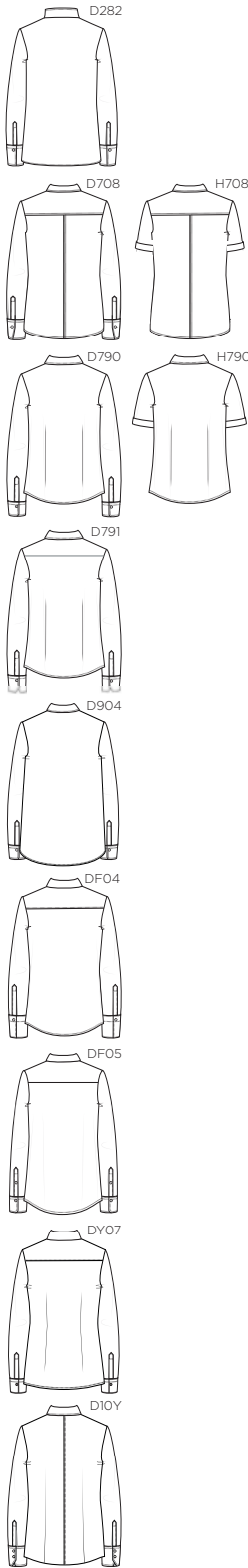
D904 Loose		34	36	38	40	42	44	46	48	50	52	54
Oberweite	chest measurement	94	98	102	106	111	116	121	128	135	-	-
Taillenweite	waist measurement	-	-	-	-	-	-	-	-	-	-	-
Hüftweite	hip measurement	108	112	116	120	126	130	134	140	147	-	-
Rückenlänge	body length	78	78	78	78	80	80	80	80	80	-	-

DF04 Fitted		34	36	38	40	42	44	46	48	50	52	54
Oberweite	chest measurement	93	97	101	105	109	114	119	-	-	-	-
Taillenweite	waist measurement	85	89	93	97	101	106	111	-	-	-	-
Hüftweite	hip measurement	101	105	109	113	117	122	127	-	-	-	-
Rückenlänge	body length	68	68	68	68	70	70	70	-	-	-	-

DF05 Fitted		34	36	38	40	42	44	46	48	50	52	54
Oberweite	chest measurement	90	94	98	102	107	112	117	-	-	-	-
Taillenweite	waist measurement	82	86	90	94	99	104	109	-	-	-	-
Hüftweite	hip measurement	99	103	107	111	115	120	125	-	-	-	-
Rückenlänge	body length	66	66	66	66	68	68	68	-	-	-	-

DY07 Fitted Slim		34	36	38	40	42	44	46	48	50	52	54
Oberweite	chest measurement	92	96	100	104	110	116	-	-	-	-	-
Taillenweite	waist measurement	75	79	83	87	95	101	-	-	-	-	-
Hüftweite	hip measurement	97	101	105	109	115	119	-	-	-	-	-
Rückenlänge	body length	66	66	66	66	68	68	-	-	-	-	-

D10Y Fitted Slim		34	36	38	40	42	44	46	48	50	52	54
Oberweite	chest measurement	94	98	102	106	111	116	-	-	-	-	-
Taillenweite	waist measurement	76	80	84	88	96	102	-	-	-	-	-
Hüftweite	hip measurement	98	102	106	110	116	120	-	-	-	-	-
Rückenlänge	body length	66	66	66	66	68	68	-	-	-	-	-



The measurements apply to the finished products



Best in Class Qualities

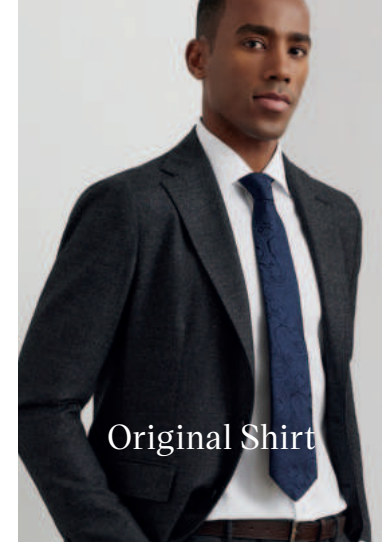
The essence of our passion:
These masterful qualities, perfected over
decades, fulfill properties for occasions
and individual wishes.

THE CORE COMPETENCE OF ETERNA

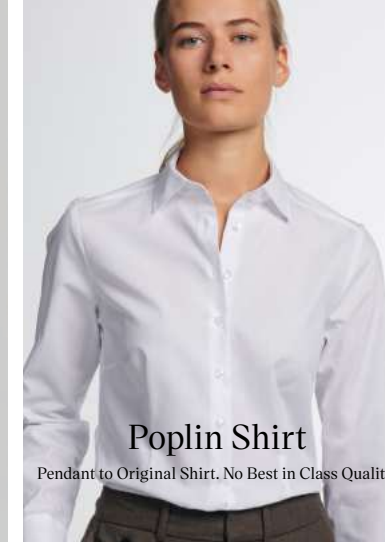
Best in Class Qualities

For every situation, for every occasion:
ETERNA Best in Class qualities guarantee
you the **best materials, highest wearing
comfort and excellent care properties.**

Best in class qualities are **masterful
ETERNA fabric qualities** that have been
perfected over decades.

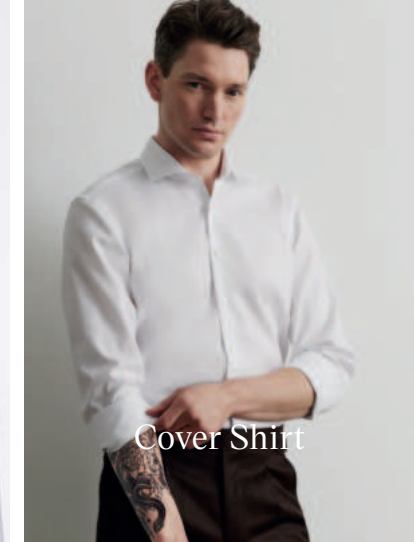


Original Shirt

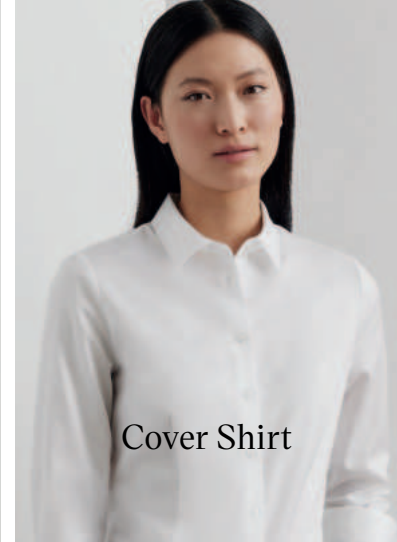


Poplin Shirt

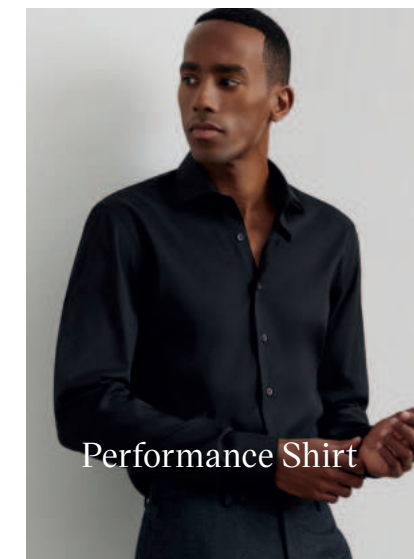
Pendant to Original Shirt. No Best in Class Quality.



Cover Shirt



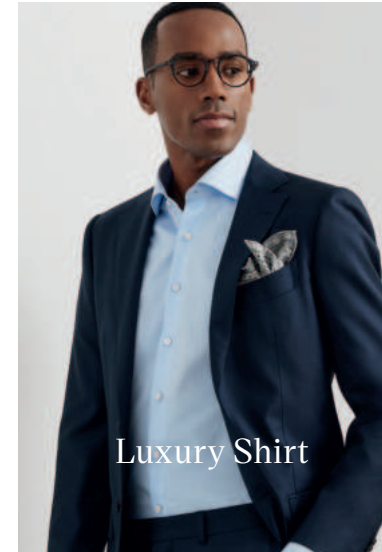
Cover Shirt



Performance Shirt



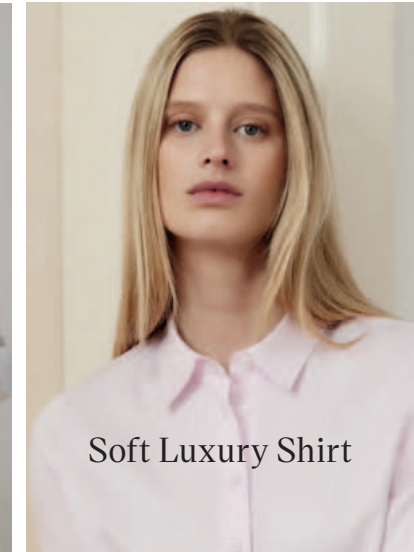
Performance Shirt



Luxury Shirt



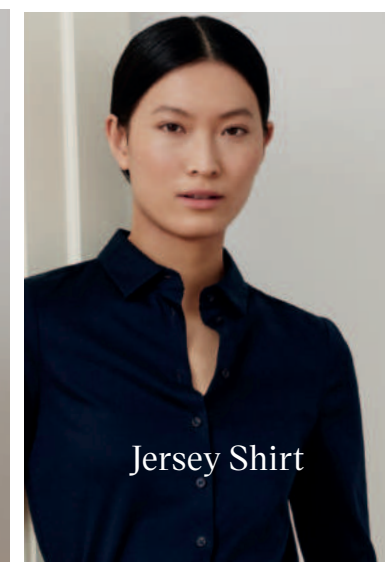
Soft Luxury Shirt



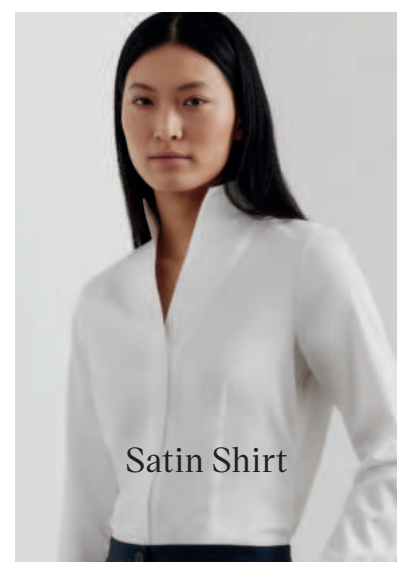
Soft Luxury Shirt



Jersey Shirt



Jersey Shirt



Satin Shirt



Original Shirt

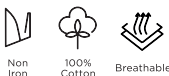
Light, smooth and non-iron.
The unsurpassed original,
timelessly modern and always
the right choice.



Original Shirt

Poplin. The non-iron shirt.

100% cotton
opacity: medium
129 g/m²

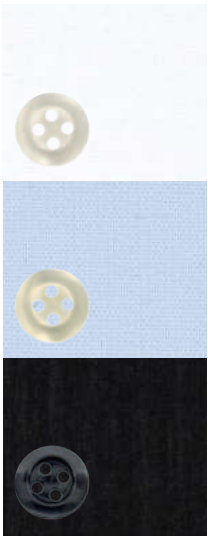


Kent Collar

Price **2**

Slim Fit

37-46
¹ 37-44



white **110000-F170-67cm**

blue **110010-F170-67cm¹**

black **110039-F170-67cm¹**

Kent Collar

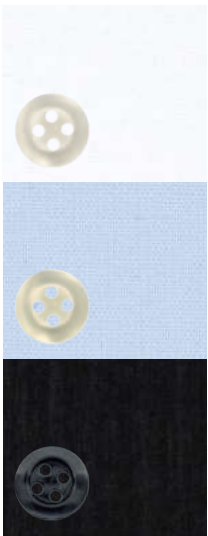
Price **2**

Modern Fit

37-46, 48
² 38-46, 48

Comfort Fit

38-50, 52, 54
² 39-50, 52, 54
³ 40-50, 52, 54



white **110000-X19K-65cm**
110000-X18K-65cm
110000-C19K-27cm

blue **110010-X19K-65cm**
110010-C19K-27cm

black **110039-X19K-65cm**
110039-C19K-27cm
sleeve length
110039-X19K-68cm⁴

with pocket

110000-E19K-65cm
110000-E17K-65cm
110000-K19K-27cm²

110010-E19K-65cm²
110010-K19K-27cm²

110039-E19K-65cm³
110039-K19K-27cm²

1/2-Arm

C19K and K19K are only available from 01.01.24 (previously models C187 and K198).



Poplin Shirt

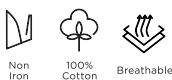
Pendant to Original Shirt. No Best in Class Quality.



Poplin Shirt

Poplin. The non-iron shirt.

100% cotton
opacity: medium
129 g/m²



Price **6** H790 Price **3**

Regular
34-54



white **522000-D790-614-63cm**
522000-H790-614-26cm 1/2

1/2 1/2-Arm

Poplin Stretch Shirt

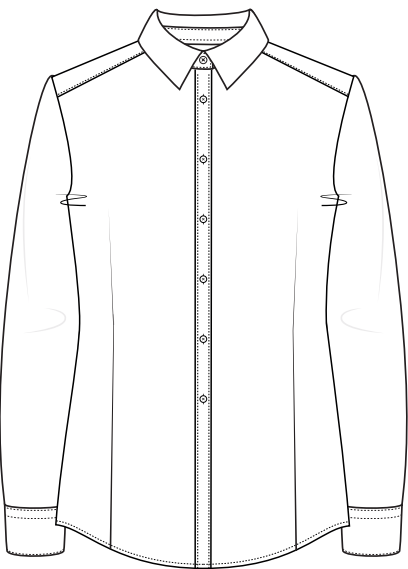
Poplin Stretch. The non-iron shirt.

97% cotton
3% elastodiene
opacity: light
106 g/m²



Price **6**

Fitted
34-44



white **538500-DY07-614-63cm**



Opaque, crisp and non-iron.
Conceals everything a man doesn't
want to show. The choice that goes
with everything. Stylish every time.



Cover Shirt
Twill. The opaque innovation.

100% cotton
opacity: very high
157 g/m²

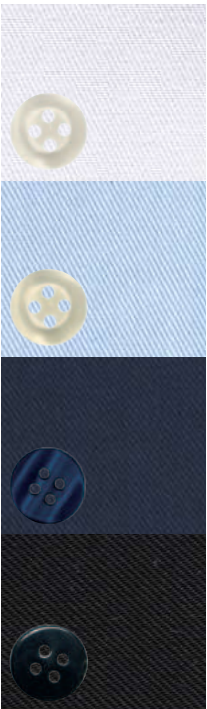


Cutaway Collar

Price **6**

Super Slim
36-44

Slim Fit
38-44
¹ sizes 38-46
² sizes 38-46, sl: 72cm 2023; 70cm from 2024



white **881700-Z182-67cm**
blue **881710-Z182-67cm**
navy
black **881739-Z182-67cm**

881700-F182-67cm¹
sleeve length
881700-F182-70cm²

881710-F182-67cm¹

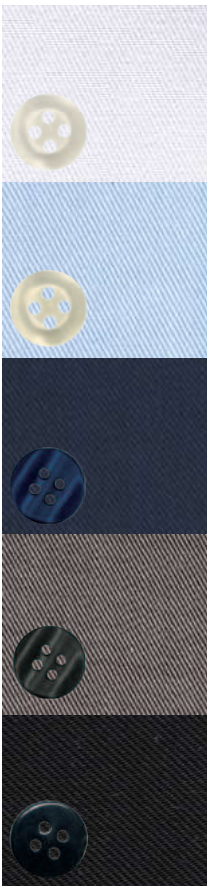
881719-F182-67cm

881739-F182-67cm¹

Kent Collar

Modern Fit
38-46, 48

Comfort Fit
40-48
¹ sizes 40-50, 52, 54
² sizes 39-48



white **881700-X18K-65cm**
881700-C19K-27cm
sleeve length
881700-X18K-59cm
881700-X18K-68cm
881700-X18K-72cm
blue **881710-X18K-65cm**
881710-C19K-27cm
sleeve length
881710-X18K-68cm
881710-X18K-72cm
navy **881719-X18K-65cm**
grey **881735-X18K-65cm**
black **881739-X18K-65cm**

881700-E19K-65cm¹
sleeve length
881700-E19K-59cm²
881700-E19K-68cm
881700-E19K-72cm

881710-E19K-65cm¹
sleeve length
881710-E19K-68cm

881719-E19K-65cm

881735-E19K-65cm¹

881739-E19K-65cm

with pocket

1/2-Arm



Cover Shirt

Opaque, high-quality and easy-iron.
For an impeccable business look.
Always elegant and stylish every time.



Cover Shirt

Twill. The opaque innovation.

100% cotton
opacity: high
116 g/m²



Opaque



Easy
Iron



100%
Cotton

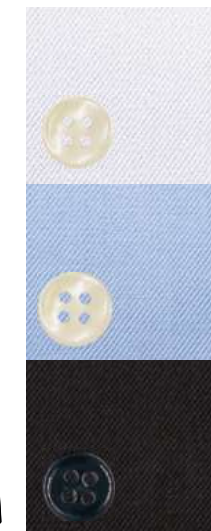
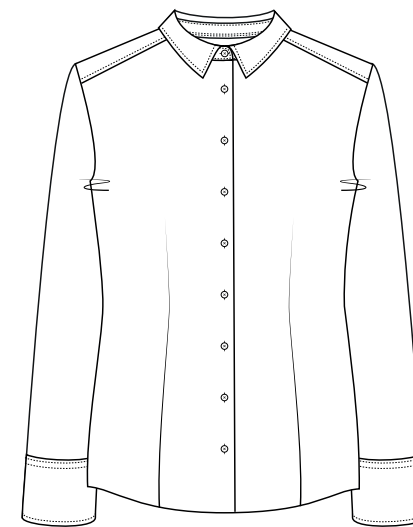


Two Ply
Fabric

Price **7**

Fitted

34-44



white **500800-D10Y-63cm**

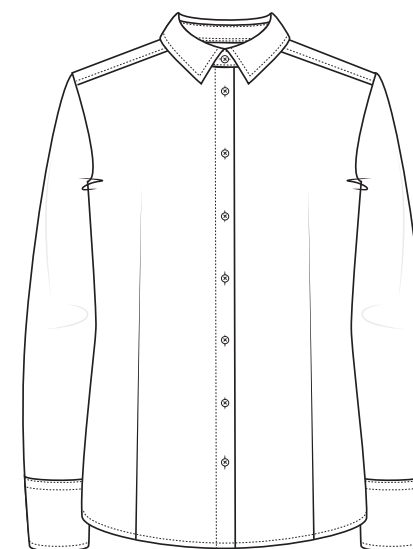
blue **500810-D10Y-63cm**

black **500839-D10Y-63cm**

Price **7**

Regular

34-50



white **500800-D708-62cm**
500800-H708-614-26cm 1/2

blue **500810-D708-62cm**
500810-H708-614-26cm 1/2

rosé **500850-D708-62cm**

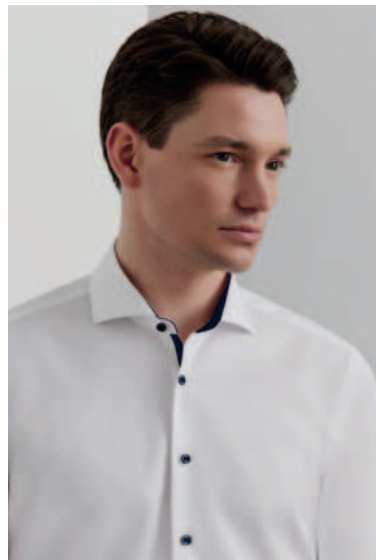
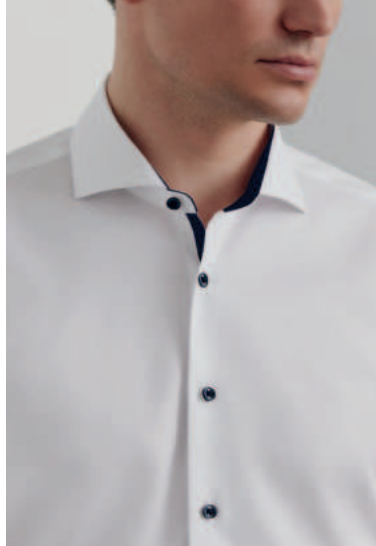
black **500839-D708-62cm**
500839-H708-614-26cm 1/2

1/2 1/2-Arm



Cover Shirt

Contrast Details Navy



Cover Shirt

Twill. Contrast details navy.

100% cotton
opacity: very high
157 g/m²

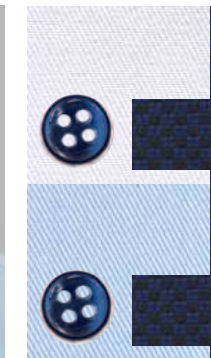
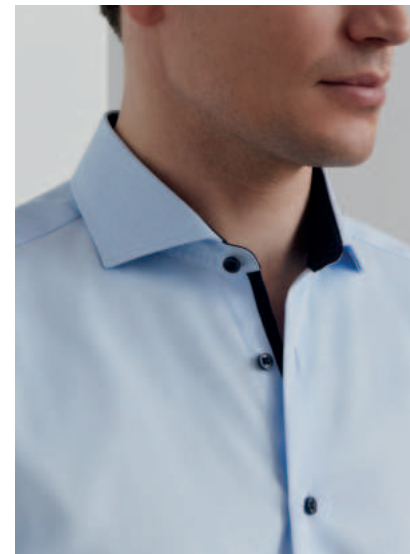


Cutaway Collar

Price **7**

Slim Fit

38-44



white **881900-F142-67cm**

blue **881910-F142-67cm**

Cutaway Collar

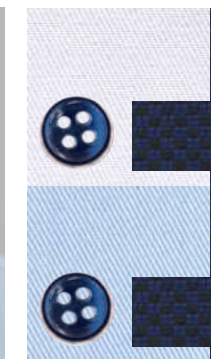
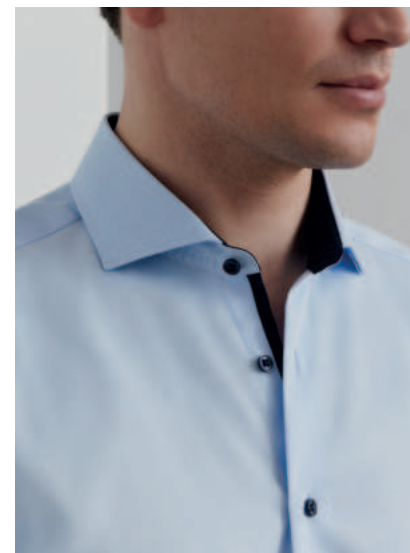
Price **7**

Modern Fit

38-46, 48

Comfort Fit

40-50, 52, 54
¹ sizes 40-48



white **881900-X15V-65cm**

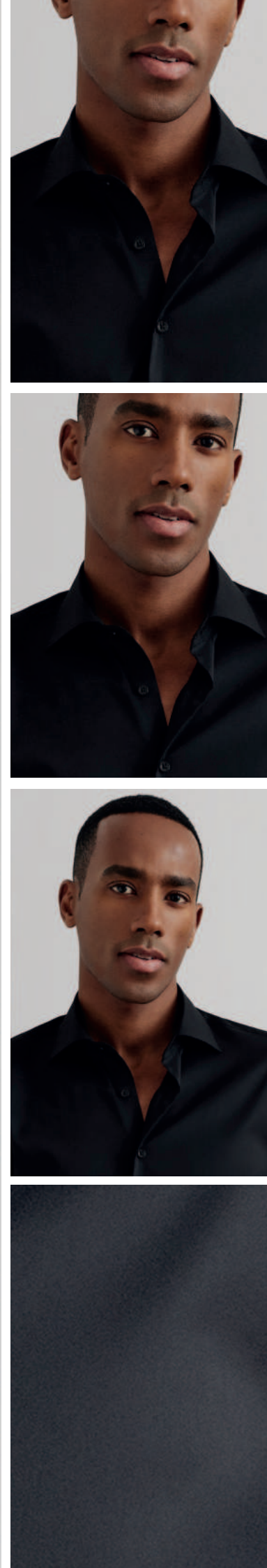
blue **881910-X15V-65cm**

881900-E15V-65cm

881910-E15V-65cm¹

Performance Shirt

Particularly stretchy and high-performance. Flexibility. Anytime. Anywhere. For an active lifestyle.



Performance Shirt

Stretch Twill. Extremely flexible.

70% lyocell
26% polyamide
4% elastane
opacity: medium
117 g/m²

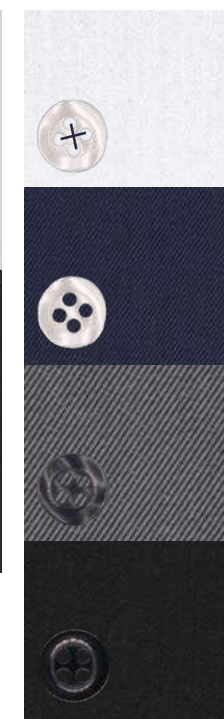


Kent Collar

Price **7**

Slim Fit
38-44

Modern Fit
38-46, 48



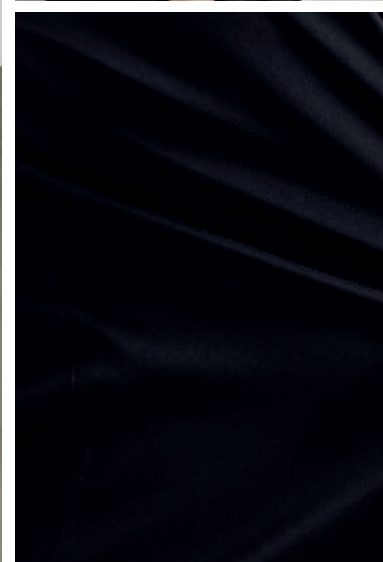
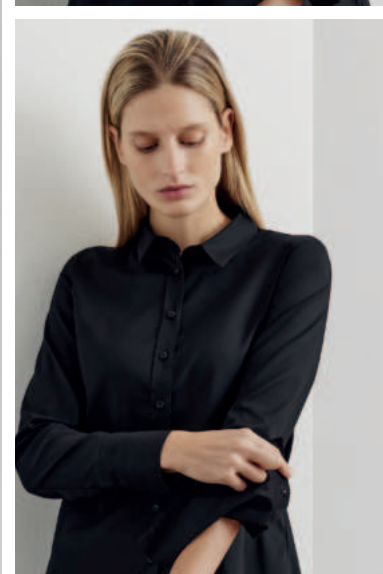
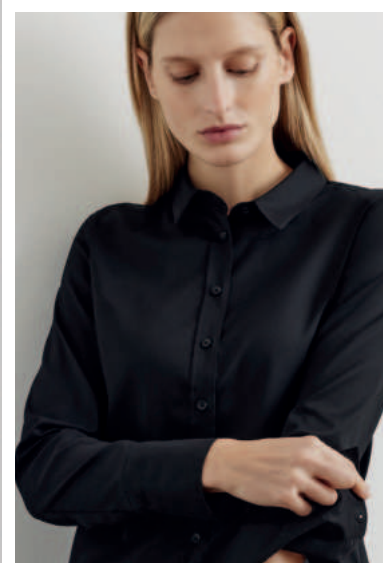
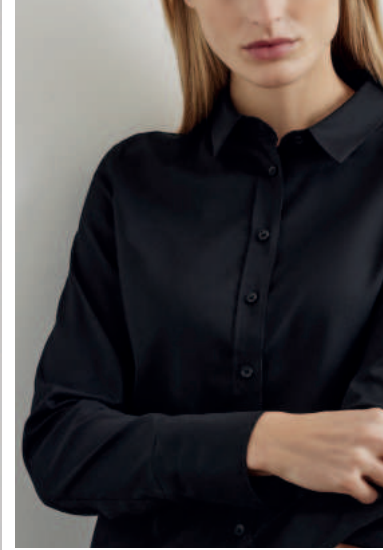
white	337700-F170-67cm
navy	337719-F170-67cm
grey	337735-F170-67cm
black	337739-F170-67cm

337700-X18K-65cm
337719-X18K-65cm
337735-X18K-65cm
337739-X18K-65cm



Performance Shirt

Maximum freedom thanks to stretch fabric.
Flexibility all the time.
For an active lifestyle.



Performance Shirt

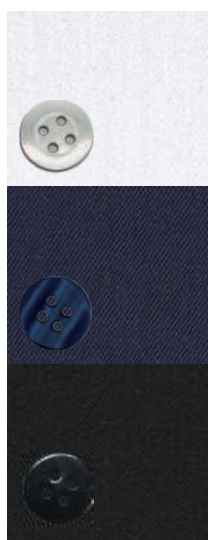
Stretch Twill. Extremely flexible.

70% lyocell
26% polyamide
4% elastane
opacity: medium
117 g/m²

- Super Stretch
- Eco-Friendly
- Cooling Effect
- No sweat, No smell
- Super Soft
- Easy Iron

Price **10**

Fitted
34-46

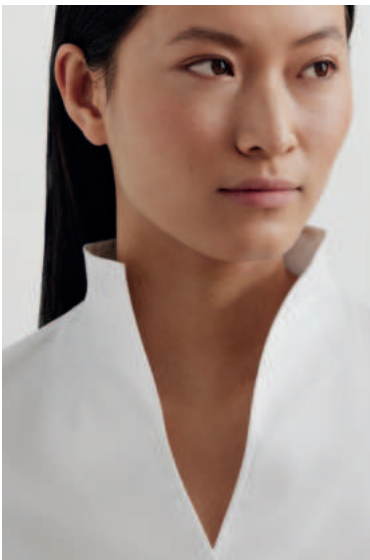


- white **537700-DF04-63cm**
- navy **537719-DF04-63cm**
- black **537739-DF04-63cm**



Satin Shirt

Smooth with a fine shimmer.
The elegant must-have for feminine
business looks and stylish appearances.



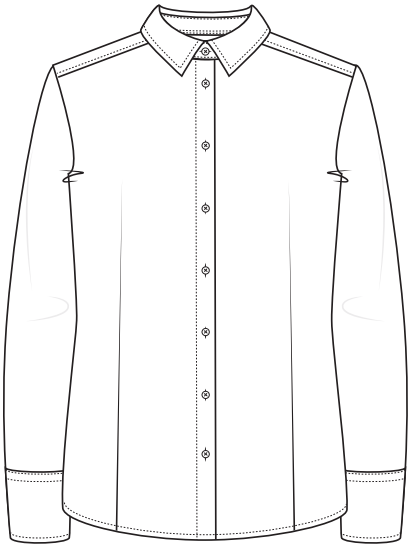
Satin Shirt

The fine cotton quality.

95% cotton
5% elastodiene
opacity: high
110 g/m²

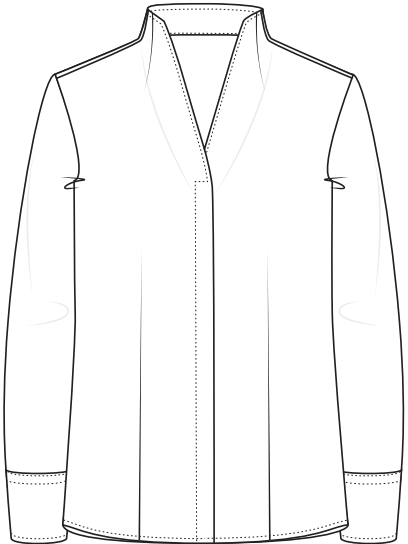


Price **8** **Regular**
34-50



	white	535200-D708-62cm
	rosé	535285-D708-62cm
	blue	535212-D708-62cm
	navy	535219-D708-62cm

Price **8** **Regular**
34-50



	white	535200-D282-63cm
	navy	535219-D282-63cm



Luxury Shirt

Soft feel, smooth texture
and a fine shimmer.
The stylish choice for a clean,
elegant premium look.

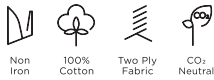
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Luxury Shirt

Twill. The Premium Gentle Shirt.

100% cotton
opacity: high
116 g/m²

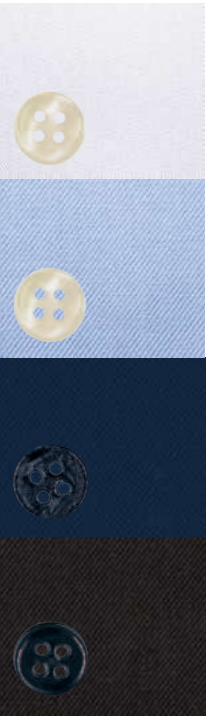


Kent Collar

Price **8**

Slim Fit

38-46



white 800500-F682-67cm
blue 800510-F682-67cm
navy 800518-F682-67cm
black 800539-F682-67cm

Kent Collar

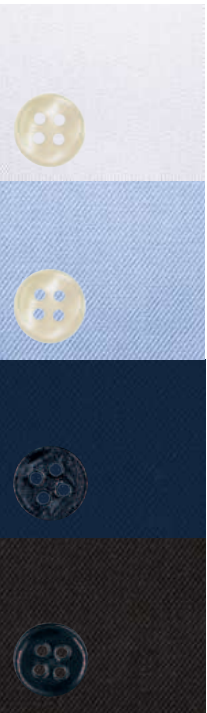
Price **8**

Modern Fit

38-46, 48

Comfort Fit

40-50



white 800500-X687-65cm
blue 800510-X687-65cm
navy 800518-X687-65cm
black 800539-X687-65cm

800500-E687-65cm
800510-E687-65cm

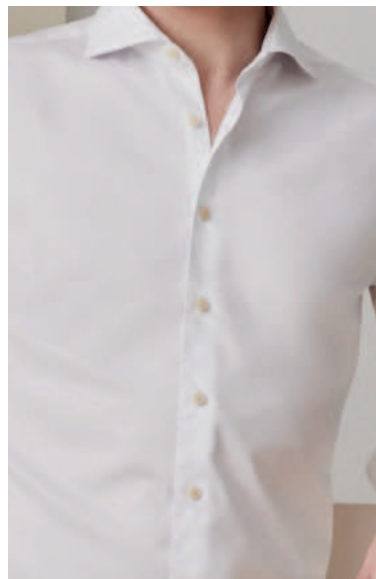
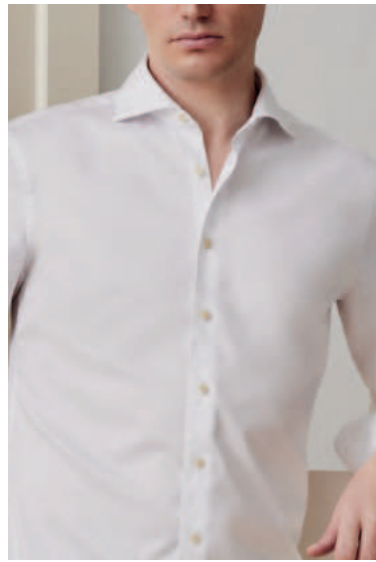
More colours at WWW.CF.ETERNA.DE



Soft Luxury Shirt

The premium shirt for a relaxed look, soft feel and perfect wearing comfort. The new way to wear shirts.

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Soft Luxury Shirt

Twill. Luxury for everyday life.

100% cotton
opacity: high
116 g/m²



Cutaway Collar

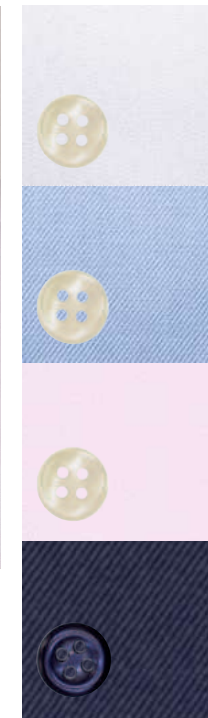
Price **8**

Slim Fit

38-44

Modern Fit

38-46, 48



white **385002-FS82-67cm**

385002-XS82-65cm

blue **385010-FS82-67cm**

385010-XS82-65cm

rosé **385050-FS82-67cm**

385050-XS82-65cm

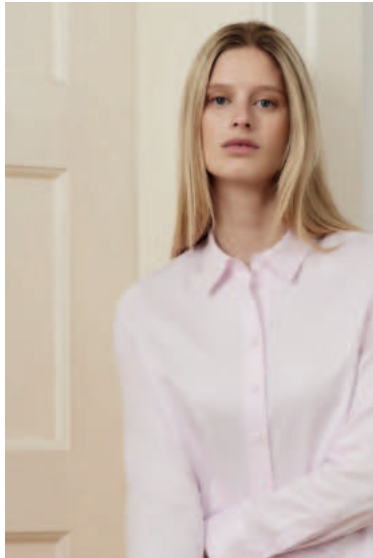
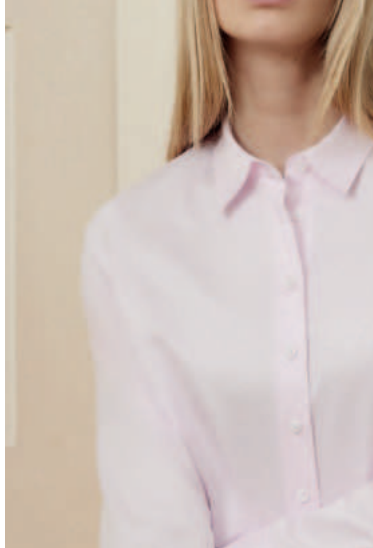
navy **385019-FS82-67cm**

385019-XS82-65cm



Soft Luxury Shirt

Soft feel, relaxed look and perfect wearing comfort.
The relaxed smart casual blouse with a touch of luxury.



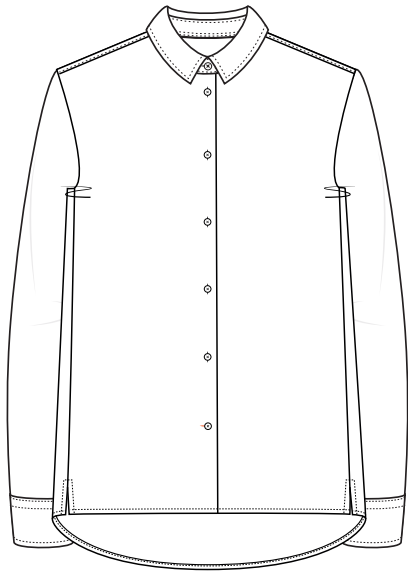
Soft Luxury Shirt
Twill. Perfect balance.

100% cotton
opacity: high
116 g/m²



Price **10**

Loose
34-50



	white	575002-D904-63cm
	blue	575010-D904-63cm
	rosé	575050-D904-63cm

More colours at WWW.CF.ETERNA.DE



Jersey Shirt

Guaranteed to make you feel good:
soft jersey follows your every
move. Comfortable like a T-shirt,
stylish like a business shirt.

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Jersey Shirt

Soft quality with a relaxed feel.

100% cotton
opacity: high
170 g/m²

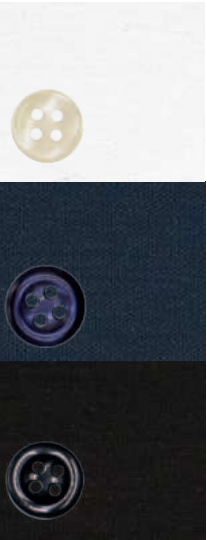


Cutaway Collar

Price **10**

Slim Fit
38-44

Modern Fit
39-46, 48



white 215900-YS82-67cm

215900-JS82-65cm

navy 215919-YS82-67cm

215919-JS82-65cm

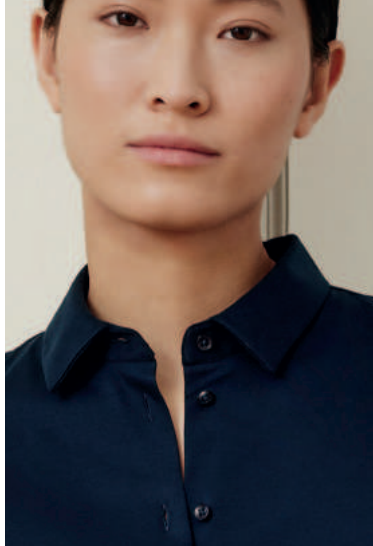
black 215939-YS82-67cm

215939-JS82-65cm



Jersey Shirt

Smooth jersey, guaranteed to
make you feel good.
100% softest cotton.
For stylish yet comfortable looks.



Jersey Shirt

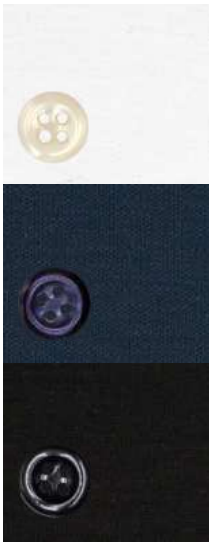
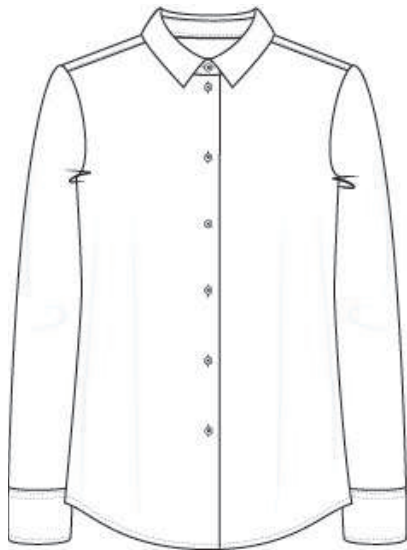
A knitted fabric with natural flexibility.

100% cotton
opacity: high
170 g/m²



Price **10**

Fitted
34-46



white **515800-DF05-62cm**

navy **515819-DF05-62cm**

black **515839-DF05-62cm**



Business Additional

Small details can make a big impact when it comes to creating a sophisticated business look. The right shirt, with carefully considered details, can elevate your appearance and project an air of professionalism and attention to detail.



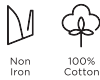
Oxford

The pinpoint cotton shirt with patches.



Oxford
The pinpoint cotton shirt.

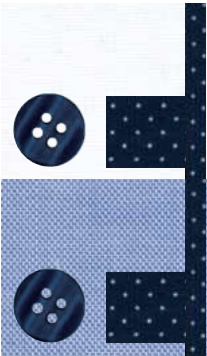
100% cotton
opacity: high
123 g/m²



Cutaway Collar

Price **6**

Slim Fit
37-46
¹ sizes 38-46



white **810000-F132-67cm**

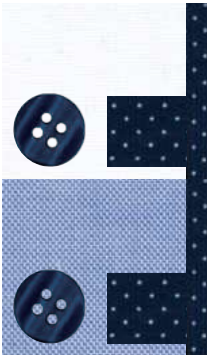
blue **810012-F132-67cm¹**

Kent Collar

Price **6**

Modern Fit
38-46, 48

Comfort Fit
40-50, 52, 54



white **810000-X13K-65cm**
810000-C13K-27cm 1/2
sleeve length
810000-X13K-68cm

blue **810012-X13K-65cm**
810012-C13K-27cm 1/2
sleeve length
810012-X13K-68cm

☐ with pocket

810000-E137-65cm ☐
810000-K137-28cm ☐ 1/2

810012-E137-65cm ☐
810012-K137-28cm ☐ 1/2
sleeve length
810012-E137-68cm ☐

1/2 1/2-Arm



Oxford

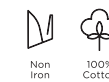
The pinpoint cotton blouse with patches.



Oxford

The pinpoint cotton blouse.

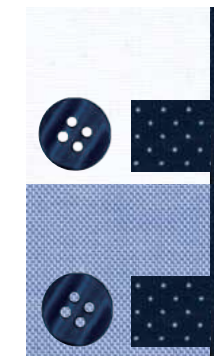
100% cotton
opacity: high
123 g/m²



Price **6**

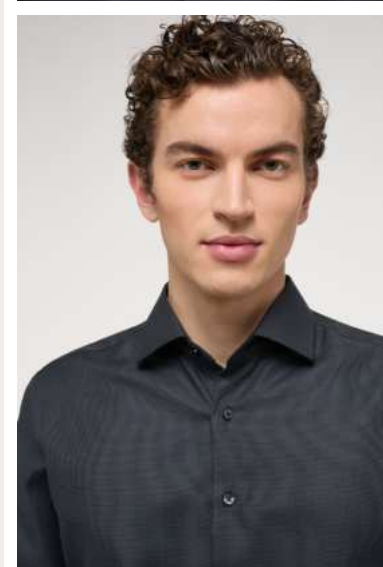
Regular

34-54



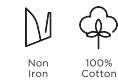
white 541900-D791-614-63cm

blue 541912-D791-614-63cm



Structured Twill
The soft cotton shirt.

100% cotton
126 g/m²



Kent Collar

Price **7**

Slim Fit
38-44



blue **311612-F159-67cm**

grey

rosé

d-grey **311638-F159-67cm**

Kent Collar

Price **7**

Modern Fit
38-46, 48

Comfort Fit
40-50, 52, 54
¹ sizes 40-48



blue **311612-X169-65cm** 

grey **311632-X169-65cm** 

rosé **311650-X169-65cm** 

d-grey **311638-X169-65cm** 

311612-E169-65cm 

311632-E169-65cm 

311638-E169-65cm¹ 

 with pocket



Striped

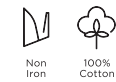
The cotton striped shirt with superior details.



Striped Twill

The cotton shirt with superior details.

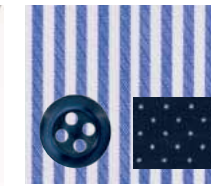
100% cotton
116 g/m²



Kent Collar

Price **4**

Slim Fit
38-44



blue

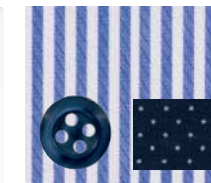
899216-F140-67cm

Kent Collar

Price **4**

Modern Fit
38-46, 48

Comfort Fit
40-50, 52, 54



blue

899216-X14P-65cm

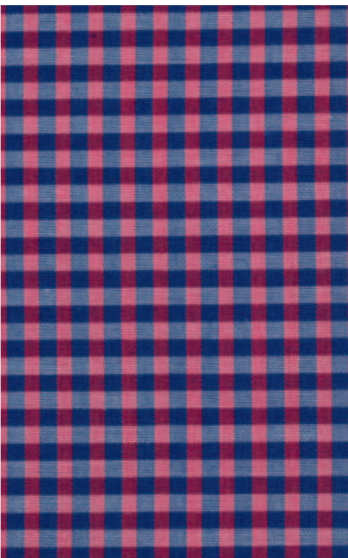
899216-E15P-65cm ☐

☐ with pocket



Vichy Check

Our elegant Button-Down collar is paired with a classic Vichy check pattern in a clean design.



Vichy Check

A classic Vichy check with superior details.

100% cotton
114 g/m²



Button Down

Price **4**

Modern Fit

38-46, 48

Comfort Fit

40-50, 52, 54



blue-white

891312-X146-65cm

891312-E146-65cm

navy-white

891316-X146-65cm

891316-E146-65cm

blue-navy

891309-X146-65cm

891309-E146-65cm

red-navy

891358-X146-65cm

891358-E146-65cm

with pocket



Accessories

A crucial element in upgrading a man's outfit: Add a touch of sophistication and elegance to your styling and elevate even the most basic looks with the right accessories.



T-shirts

Tino

70% cotton
30% lyocell

Round Neck

Price **T2**

S-3XL



	white	88700-TINO
	navy	88718-TINO
	black	88739-TINO

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Standard Measurement Chart

Measuring track	S	M	L	XL	XXL	3XL
Chest measurement	100	106	114	122	134	146
Body length	68	70	71	73	75	77

Socks



schwarz | black
60039

anthrazit | dark grey
60035

navy
60019

Price **S**

Art.: 600
Size: 39 - 42 / 43 - 46 / 47 - 48
Colour: 39/35/19

98% Cotton
2% Elastane



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Commercial register number: HRB 6989
CEO: Henning Gerbaulet

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