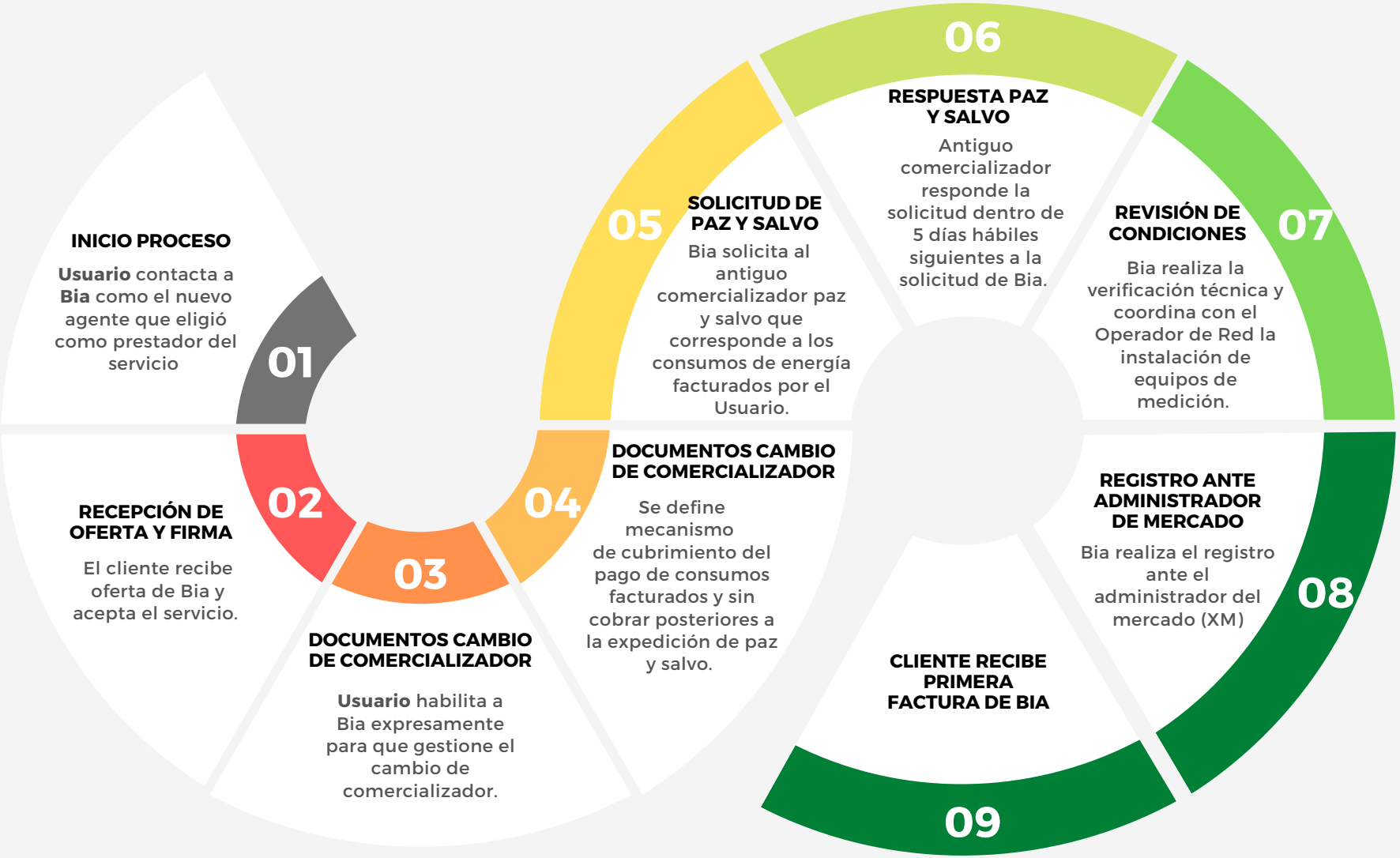PROCESO CAMBIO DE COMERCIALIZADOR