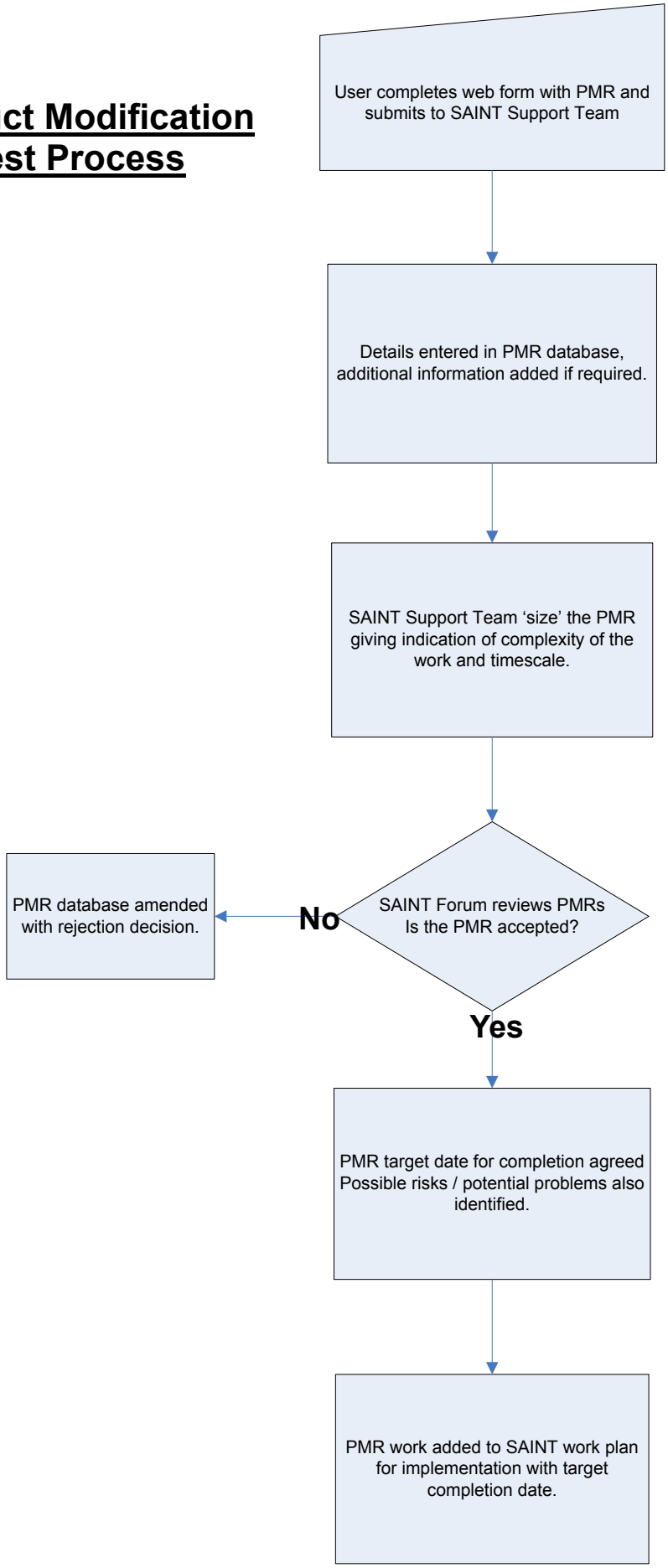The Product Modification Request Process