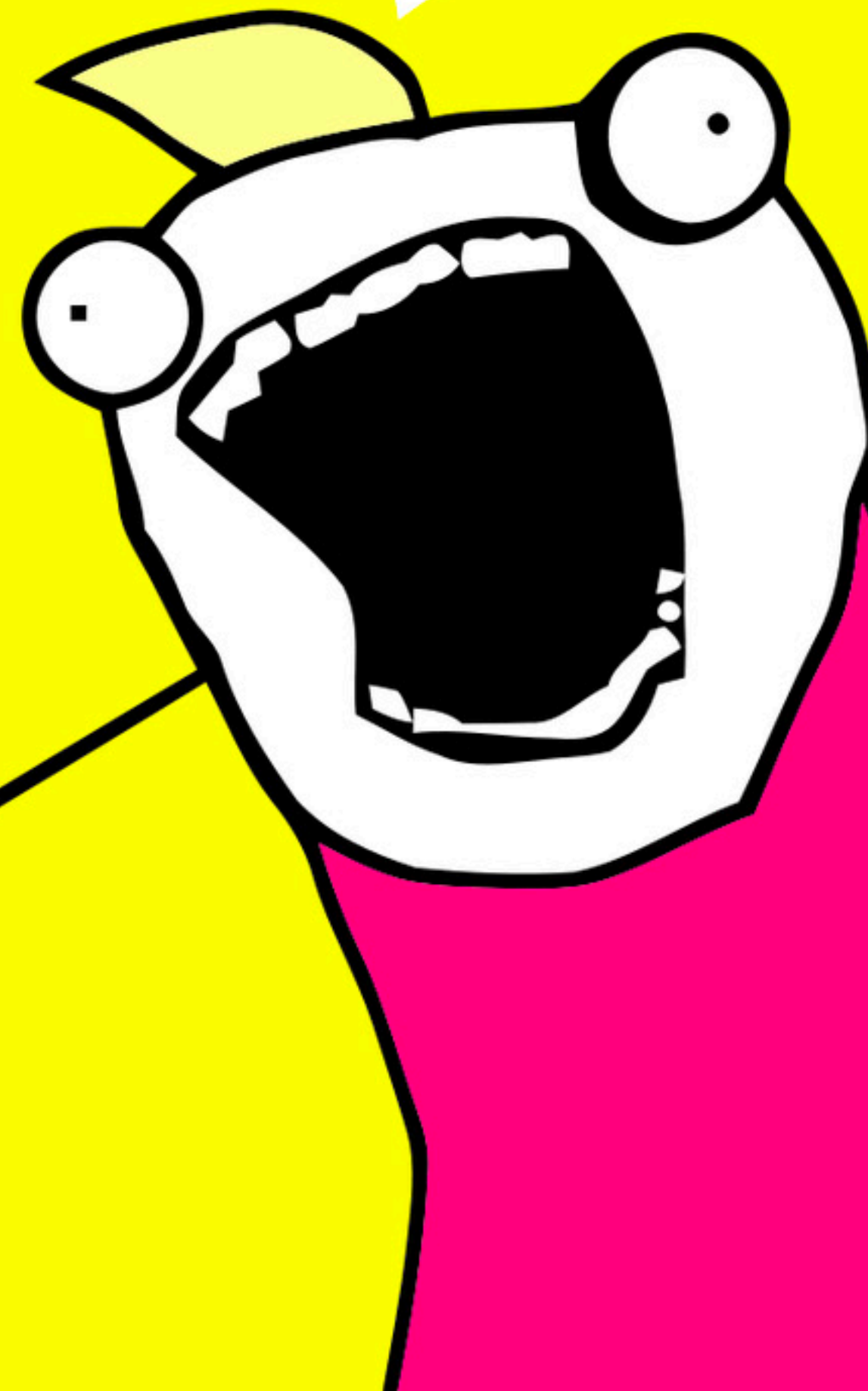Minify all the things

Set NODE_ENV to 'production'

```
webpack.config.js

plugins: [
  new webpack.DefinePlugin({
    'process.env': {
      NODE_ENV: JSON.stringify('production')
    }
  }),
  new webpack.optimize.UglifyJsPlugin(),
  // ...
]
```

https://facebook.github.io/react/docs/optimizing-performance.html#use-the-production-build