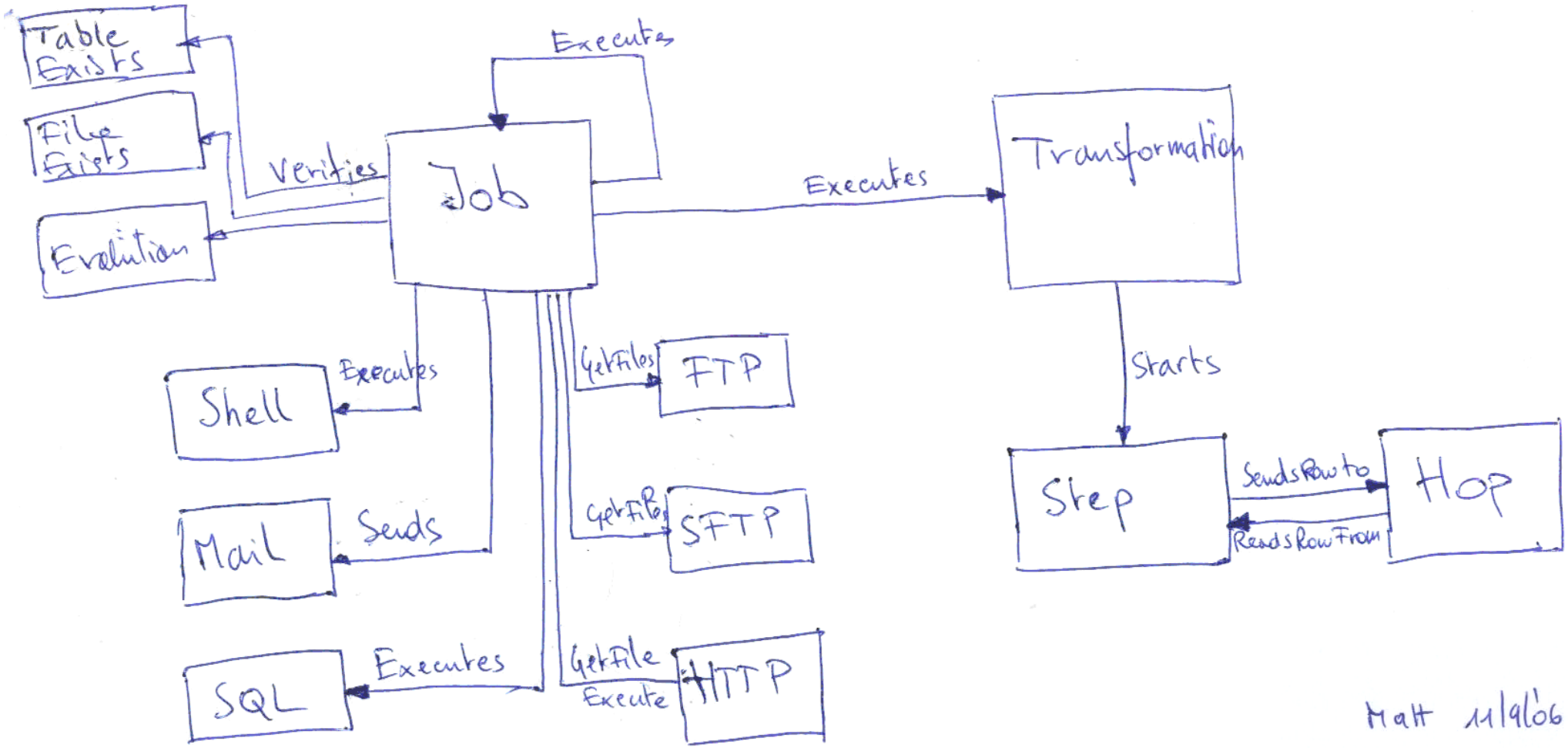Kettle "Conceptual" Model