

Registered Number 04835820

PURE GLOBAL LIMITED

Abbreviated Accounts

31 March 2011

PURE GLOBAL LIMITED

Registered Number 04835820

Balance Sheet as at 31 March 2011

	Notes	2011	2010
		£	£
Fixed assets			
Intangible	2	303,723	320,627
Tangible	3	18,697	44,220
Investments	4	<u>1</u>	<u>1</u>
Total fixed assets		322,421	364,848
Current assets			
Debtors		342,222	279,489
Cash at bank and in hand		500	17,219
Total current assets		<u>342,722</u>	<u>296,708</u>
Creditors: amounts falling due within one year		(98,910)	(157,758)
Net current assets		243,812	138,950
Total assets less current liabilities		<u>566,233</u>	<u>503,798</u>
Creditors: amounts falling due after one year		(76,038)	(91,035)
Total net Assets (liabilities)		490,195	412,763
Capital and reserves			
Called up share capital		2	
Share premium account		932,847	802,842
Profit and loss account		<u>(442,654)</u>	<u>(390,079)</u>
Shareholders funds		<u>490,195</u>	<u>412,763</u>

- a. For the year ending 31 March 2011 the company was entitled to exemption under section 477(2) of the Companies Act 2006.
- b. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006
- c. The directors acknowledge their responsibility for:
 - i. ensuring the company keeps accounting records which comply with Section 386; and
 - ii. preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year, and of its profit or loss for the financial year, in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Companies Act relating to accounts, so far as is applicable to the company.
- d. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the board on 12 March 2012

And signed on their behalf by:

R N C ORFORD, Director

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1068 of the Companies Act 2006.

Notes to the abbreviated accounts

For the year ending 31 March 2011

1 Accounting policies

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standards for Small Entities (effective January 2005)

Turnover

Turnover represents the value, net of value added tax and discounts, of goods provided to customers.

Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Plant and Machinery 20.00% Straight Line

2 Intangible fixed assets

Cost Or Valuation	£
At 31 March 2010	352,760
Additions	422
At 31 March 2011	<u>353,182</u>

Depreciation	
At 31 March 2010	32,133
Charge for year	17,326
At 31 March 2011	<u>49,459</u>

Net Book Value	
At 31 March 2010	320,627
At 31 March 2011	<u>303,723</u>

3 Tangible fixed assets

Cost	£
At 31 March 2010	82,508
additions	1,118
disposals	
revaluations	
transfers	
At 31 March 2011	<u>83,626</u>

Depreciation	
At 31 March 2010	38,288
Charge for year	26,641
on disposals	<u> </u>

At 31 March 2011	<u>64,929</u>
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Net Book Value

At 31 March 2010	44,220
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At 31 March 2011	<u>18,697</u>
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4 Investments (fixed assets)

Fixed assets are stated at cost less provision for diminution in value