

Company Registration No. 06389559 (England and Wales)

PROMO BRANDING LIMITED
ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 OCTOBER 2010

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PROMO BRANDING LIMITED

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PROMO BRANDING LIMITED

ABBREVIATED BALANCE SHEET

AS AT 31 OCTOBER 2010

	Notes	2010 £	£	2009 £	£
Fixed assets					
Intangible assets	2	1,795		2,030	
Tangible assets	2	13,169		15,104	
			14,964		17,134
Current assets					
Stocks		1,237		3,781	
Debtors		9,739		9,549	
Cash at bank and in hand		6,449		2,406	
		17,425		15,736	
Creditors: amounts falling due within one year		(45,398)		(36,853)	
Net current liabilities			(27,973)		(21,117)
Total assets less current liabilities			(13,009)		(3,983)
Creditors: amounts falling due after more than one year			(30,752)		(33,322)
Suspense			378		-
			(43,383)		(37,305)
Capital and reserves					
Called up share capital	3	1,000		1,000	
Profit and loss account		(44,383)		(38,305)	
Shareholders' funds			(43,383)		(37,305)

PROMO BRANDING LIMITED

ABBREVIATED BALANCE SHEET (CONTINUED)

AS AT 31 OCTOBER 2010

For the financial year ended 31 October 2010 the company was entitled to exemption from audit under section 477 Companies Act 2006. No member of the company has deposited a notice, pursuant to section 476, requiring an audit of these financial statements under the requirements of the Companies Act 2006.

The director acknowledges his responsibilities for ensuring that the company keeps accounting records which comply with section 386 of the Act and for preparing financial statements 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 sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to accounts, so far as applicable to the company.

These abbreviated accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

Approved by the Board for issue on 27 July 2011



A S Kirshen
Director

Company Registration No 06389559

PROMO BRANDING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 OCTOBER 2010

1 Accounting policies

1.1 Accounting convention

The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

The accounts have been prepared on the going concern basis although the balance sheet shows the company to have liabilities in excess of its assets. The director is satisfied that given the available financial support, the company will be able to trade back to solvency in due course. The going concern basis is therefore considered appropriate.

1.2 Turnover

Turnover represents amounts receivable for goods and services net of VAT and trade discounts

1.3 Goodwill

Acquired goodwill is written off in equal annual instalments over its estimated useful economic life

1.4 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows

Plant and machinery	Straight line 20%
Fixtures, fittings & equipment	Straight line 20%

2 Fixed assets

	Intangible assets £	Tangible assets £	Total £
Cost			
At 1 November 2009	2,500	21,013	23,513
Additions	-	185	185
At 31 October 2010	2,500	21,198	23,698
Depreciation			
At 1 November 2009	470	5,909	6,379
Charge for the year	235	2,120	2,355
At 31 October 2010	705	8,029	8,734
Net book value			
At 31 October 2010	1,795	13,169	14,964
At 31 October 2009	2,030	15,104	17,134

PROMO BRANDING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED)

FOR THE YEAR ENDED 31 OCTOBER 2010

3	Share capital	2010 £	2009 £
	Allotted, called up and fully paid		
	1,000 Ordinary shares of £1 each	1,000	1,000
