ABBREVIATED UNAUDITED ACCOUNTS

FOR THE YEAR ENDED 31 OCTOBER 2012

<u>FOR</u>

NOT JUST A LABEL LIMITED

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NOT JUST A LABEL LIMITED

COMPANY INFORMATION FOR THE YEAR ENDED 31 OCTOBER 2012

DIRECTOR: S M Siegel J T Siegel **SECRETARY: REGISTERED OFFICE:** Russell House 140 High Street Edgware Middlesex HA87LW **REGISTERED NUMBER:** 06410002 (England and Wales) **ACCOUNTANTS:** The Paris Partnership LLP Chartered Accountants Russell House 140 High Street Edgware Middlesex HA87LW

ABBREVIATED BALANCE SHEET 31 OCTOBER 2012

		2012	2011
	Notes	£	£
FIXED ASSETS			-
Intangible assets	2	4,402	6,323
Tangible assets	3	534	1,335
C		4,936	7,658
CURRENT ASSETS			
Debtors		76,847	12,131
Cash at bank		2,909	72,564
		79,756	84,695
CREDITORS			
Amounts falling due within one year		(147,985)	(129,105)
NET CURRENT LIABILITIES		(68,229)	(44,410)
TOTAL ASSETS LESS CURRENT			
LIABILITIES		(63,293 ⁾	(36,752)
CREDITORS			
Amounts falling due after more than on	ie		,
year		<u>-</u> _	(378)
NET LIABILITIES		(63,293)	(37,130)
CAPITAL AND RESERVES			
Called up share capital	4	42,770	42,770
Share premium		2,230	2,230
Profit and loss account		_(108,293)	(82,130)
SHAREHOLDERS' FUNDS		(63,293)	(37,130)

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 October 2012.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 October 2012 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of such financial transport and of its profit on love for each financial transport with the requirements of
- (b) of each financial year and of its profit or loss for each 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 financial statements, so far as applicable to the company.

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the director on 24 July 2013 and were signed by:

S M Siegel - Director

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 OCTOBER 2012

1. ACCOUNTING POLICIES

Accounting convention

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

Exemption from preparing a cash flow statement

Exemption has been taken from preparing a cash flow statement on the grounds that the company qualifies as a small company.

Turnover

Turnover represents net invoiced sales of goods, excluding value added tax.

Patents

The companies patent application has been capitalised and will be written off over 5 years on a straight line basis.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery etc

- 33% on cost

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Research and development

Expenditure on research and development has been capitalised in order to match the expenditure against future sales directly related to these projects. These costs are being written off over a period of 7 years. The directors deem this to be an appropriate estimate of the time expected to recover the costs of the development projects.

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to the profit and loss account on a straight line basis over the period of the lease.

Going concern

The accounts have been prepared under the going concern basis, which is deemed to be appropriate due to the ongoing support of the director.

2. INTANGIBLE FIXED ASSETS

	Total £
COST	~
At 1 November 2011	
and 31 October 2012	13,249
AMORTISATION	
At 1 November 2011	6,926
Amortisation for year	1,921
At 31 October 2012	8,847
NET BOOK VALUE	
At 31 October 2012	4,402
At 31 October 2011	6,323

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NOTES TO THE ABBREVIATED ACCOUNTS - continued FOR THE YEAR ENDED 31 OCTOBER 2012

3.	TANGIBLE	FIXED ASSETS			
					Total £
	COST				**
	At I Novemb	er 2011			2,460
	Disposals				(425)
	At 31 Octobe	r 2012			2,035
	DEPRECIA	ΓΙΟΝ			
	At 1 Novemb	er 2011			1,125
	Charge for ye	ar			516
	Eliminated or	n disposal			(140)
	At 31 Octobe	r 2012			1,501
	NET BOOK	VALUE			
At 31 October 2012					<u>534</u>
	At 31 Octobe	r 2011			1,335
4.	CALLED UI	SHARE CAPITAL			
	Allotted, issue	ed and fully paid:			
	Number:	Class:	Nominal	2012	2011
			value:	£	£
	42,770	Ordinary	£1	42,770	42,770

CHARTERED ACCOUNTANTS' REPORT TO THE DIRECTOR ON THE UNAUDITED FINANCIAL STATEMENTS OF NOT JUST A LABEL LIMITED

The following reproduces the text of the report prepared for the director in respect of the company's annual unaudited financial statements, from which the unaudited abbreviated accounts (set out on pages two to four) have been prepared.

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Not Just a Label Limited for the year ended 31 October 2012 which comprise the Profit and Loss Account, the Balance Sheet and the related notes from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at icaew.com/membershandbook.

This report is made solely to the director of Not Just a Label Limited in accordance with our terms of engagement. Our work has been undertaken solely to prepare for your approval the financial statements of Not Just a Label Limited and state those matters that we have agreed to state to the director of Not Just a Label Limited in this report in accordance with AAF 2/10 as detailed at icaew.com/compilation. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and its director for our work or for this report.

It is your duty to ensure that Not Just a Label Limited has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and loss of Not Just a Label Limited. You consider that Not Just a Label Limited is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of Not Just a Label Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.

The Paris Partnership LLP Chartered Accountants Russell House 140 High Street Edgware Middlesex HA8 7LW

24 July 2013

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 1072 of the Companies Act 2006.