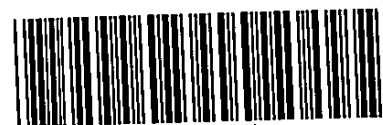


REGISTERED NUMBER: 06410002 (England and Wales)

**ABBREVIATED UNAUDITED ACCOUNTS**  
**FOR THE YEAR ENDED 31ST OCTOBER 2010**  
**FOR**  
**NOT JUST A LABEL LIMITED**

THURSDAY



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**NOT JUST A LABEL LIMITED (REGISTERED NUMBER: 06410002)**

**CONTENTS OF THE ABBREVIATED ACCOUNTS**  
**FOR THE YEAR ENDED 31ST OCTOBER 2010**

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# **NOT JUST A LABEL LIMITED**

## **COMPANY INFORMATION** **FOR THE YEAR ENDED 31ST OCTOBER 2010**

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**DIRECTORS:** S M Siegel  
E Grosse-Strangmann

**SECRETARY:** E Grosse-Strangmann

**REGISTERED OFFICE:** Russell House  
140 High Street  
Edgware  
Middlesex  
HA8 7LW

**REGISTERED NUMBER:** 06410002 (England and Wales)

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

**NOT JUST A LABEL LIMITED (REGISTERED NUMBER: 06410002)**

**ABBREVIATED BALANCE SHEET**  
**31ST OCTOBER 2010**

	Notes	2010 £	2009 £
<b>FIXED ASSETS</b>			
Intangible assets	2	8,244	10,165
Tangible assets	3	454	169
		<u>8,698</u>	<u>10,334</u>
<b>CURRENT ASSETS</b>			
Debtors		286	1,913
Cash at bank		122,527	2,653
		<u>122,813</u>	<u>4,566</u>
<b>CREDITORS</b>			
Amounts falling due within one year		(125,454)	(10,526)
<b>NET CURRENT LIABILITIES</b>		<u>(2,641)</u>	<u>(5,960)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>6,057</u>	<u>4,374</u>
<b>CAPITAL AND RESERVES</b>			
Called up share capital	4	42,770	42,770
Share premium		2,230	2,230
Profit and loss account		(38,943)	(40,626)
<b>SHAREHOLDERS' FUNDS</b>		<u>6,057</u>	<u>4,374</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31st October 2010

The members have not required the company to obtain an audit of its financial statements for the year ended 31st October 2010 in accordance with Section 476 of the Companies Act 2006

The directors acknowledge their responsibilities for

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end 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 notes form part of these abbreviated accounts

**NOT JUST A LABEL LIMITED (REGISTERED NUMBER: 06410002)**

**ABBREVIATED BALANCE SHEET - continued**  
**31ST OCTOBER 2010**

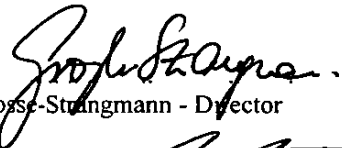
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The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies

The financial statements were approved by the Board of Directors on

*June 6, 2011*

and were signed on its behalf

  
E Grosse-Strangmann - Director

  
S M Siegel - Director

The notes form part of these abbreviated accounts

# **NOT JUST A LABEL LIMITED (REGISTERED NUMBER: 06410002)**

## **NOTES TO THE ABBREVIATED ACCOUNTS** **FOR THE YEAR ENDED 31ST OCTOBER 2010**

### **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)

#### **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 directors

### **2 INTANGIBLE FIXED ASSETS**

	Total £
<b>COST</b>	
At 1st November 2009 and 31st October 2010	13,249
<b>AMORTISATION</b>	
At 1st November 2009	3,084
Charge for year	1,921
At 31st October 2010	5,005
<b>NET BOOK VALUE</b>	
At 31st October 2010	8,244
At 31st October 2009	10,165

**NOT JUST A LABEL LIMITED (REGISTERED NUMBER: 06410002)**

**NOTES TO THE ABBREVIATED ACCOUNTS - continued**  
**FOR THE YEAR ENDED 31ST OCTOBER 2010**

**3 TANGIBLE FIXED ASSETS**

	Total £
<b>COST</b>	
At 1st November 2009	254
Additions	552
	<hr/>
At 31st October 2010	806
	<hr/>
<b>DEPRECIATION</b>	
At 1st November 2009	85
Charge for year	267
	<hr/>
At 31st October 2010	352
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<b>NET BOOK VALUE</b>	
At 31st October 2010	454
	<hr/>
At 31st October 2009	169
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**4 CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid Number	Class	Nominal value £1	2010 £	2009 £
42,770	Ordinary		<u>42,770</u>	<u>42,770</u>

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

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

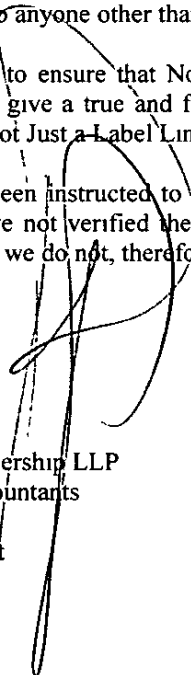
In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Not Just a Label Limited for the year ended 31st October 2010 which comprise the Profit and Loss Account, the Balance Sheet and the related notes from the company's 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](http://icaew.com/membershandbook)

This report is made solely to the Board of Directors of Not Just a Label Limited, as a body, 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 Board of Directors of Not Just a Label Limited, as a body, in this report in accordance with AAF 2/10 as detailed at [icaew.com/compilation](http://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 Board of Directors, as a body, 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 profit 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

Date 06/06/2011

This page does not form part of the abbreviated accounts