

Springwise Updates



This month we've received a huge number of updates from businesses we have previously covered, so we thought we'd once again share some of their news with you. The businesses below have all kept us up to date with their recent progress:

[Odegon](#)



The discreet body odor-eliminating tags for clothing recently received a mark of approval from UK retailer Marks & Spencer, which will be sewing the tags into the underarm of three suits and one blazer in their 2013 summer range. When we first covered Odegon the tags were ready and the company was looking for retail opportunities. Now, they are set to hit the UK high street.

[YrWall](#)



This infrared, digital graffiti screen first came to our attention back in 2009. Since then the company has seen great success, with the launch of three other products - YrSurface, YrMoves and YrMirror. All of their products rely on human interactivity, including YrMoves, which operates as an interactive augmented reality dance floor. The founders also recently appeared on UK TV show Dragon's Den, and pitched YrWall to major investors who awarded them GBP 50,000 in funding.

[Beyond the School Run](#)



Beyond the School Run offers parents the opportunity to re-enter the job market once their children have reached school age. Now, the project has teamed up with UK children's charity, Kids Company, for Just One Thing - a campaign where parents offer one thing to disadvantaged children. This could be a skill, a gift, or an idea. The campaign has received celebrity support from model Laura Bailey.

[Lockboxer](#)



Lockboxer started out as an inventory service for house movers, which let them catalogue and estimate a value for all their possessions. They have since broadened their remit with the introduction of Moverbox, which helps users to find a good removal service, manage the entire moving process, and can ultimately save the user money by offering a number of different quotes to choose from.