

Belfast couple launch fitness business with Game of Thrones producer backing

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A Belfast couple is about to launch its pilates home fitness equipment business with backing from a Game of Thrones producer.

ReformRX is said to be the world's first connected reformer pilates machine and offers a similar immersive experience as the equivalent Peloton machines – which rose to fame during the recent Covid-19 lockdowns – do for cycling and running.

Reformer pilates is increasingly popular and involves the use of special machine – the reformer – on which traditional pilates exercises are practised.

Founded by Neal and Yvette McGaffin, the company is backed by Bernadette Caulfield who was first introduced to the team while filming Game of Thrones in Northern Ireland.

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The next round of fundraising is currently underway with the aim of raising approximately £4 million, which will enable the company to increase production and recruit personnel across key areas, including additions to its software, sales and marketing teams.

“The combined investment and support we have received from Bernadette, other angel investors and Invest NI has enabled us to reach a stage where we’re ready to launch the RX into the at-home consumer market,” Neal McGaffin, managing director at ReformRX, said. “Our aim is to target the UK and ROI markets via direct sales through our e-commerce website, as well as open a dedicated RX studio in London to offer a showroom like experience to further facilitate the sales process.”