# RTZEN Introduces Room-by-Room Approach to Selecting Wrought Iron Décor

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RTZEN, a family-owned and founder-led maker of hand-forged ironwork, has introduced a room-by-room approach to help homeowners select wrought iron décor based on how each space is used. The framework organizes the brand's catalog around specific areas of the home, including the kitchen, bathroom, entryway, living room, patio, dining table, and windows, giving shoppers a practical way to coordinate durable iron accents rather than purchasing pieces at random.

The approach reflects a shift in how the company presents its handcrafted pieces. Instead of grouping items only by product type, RTZEN Room Décor Categories now guide customers toward functional ironwork suited to daily routines in each part of a home or office. An entryway shopper is directed toward coat hangers and key hangers, while a bathroom search surfaces towel hangers, hooks, and toilet paper holders designed for everyday use.

RTZEN has produced hand-forged hooks, holders, hangers, curtain holdbacks, planter hooks, and decorative

accents since 1997. The company, operated by Iron-Craft, roots its work in traditional blacksmithing techniques and builds each piece around three pillars: craftsmanship, quality and durability, and adaptable style. Many pieces feature solid wrought iron construction, dual-layer rust protection through zinc galvanization and powder coating, included mounting hardware, and a Lifetime Warranty for indoor and outdoor use.

"Homeowners often struggle to picture how a single accent fits into a room they actually live in," said Rami Abramson of RTZEN. "By organizing pieces around the way a kitchen, entryway, or patio is used every day, the selection process becomes far simpler. People can build a coordinated look without guessing."

The room-by-room structure also underscores the brand's position as a maker of functional décor rather than decorative imitation. Because the RTZEN Wrought Iron Products line is designed for daily service, the company frames its pieces as details that organize, hold, hang, and support real spaces while adding character. Curtain holdbacks manage windows, planter hooks extend patios and balconies, and paper towel holders keep kitchens tidy.

The approach spans a range of interior styles. RTZEN notes that hand-forged iron adapts to farmhouse, modern farmhouse, classic, vintage, bohemian, and minimalist settings, allowing a single material to carry through multiple rooms without appearing out of place. The company sees the room-based structure as a way to make that versatility easier for customers to recognize.

"Traditional blacksmithing is not a vintage gimmick," Abramson said. "Real iron lasts, and that durability matters most in the small details people touch every day. Framing the collection by room helps customers see where that lasting quality belongs in their own homes."

The move arrives as patios, balconies, gardens, and entrances increasingly function as extensions of the home, and as more homeowners seek tactile, personal, and long-lasting pieces over disposable accents. RTZEN positions its room-by-room guidance as a response to that interest in built-to-last home hardware.

RTZEN is a family-owned wrought iron décor brand operated by Iron-Craft and established in 1997. Rooted in traditional blacksmithing, the company produces hand-forged hooks, holders, hangers, and decorative accents for home and office use, and maintains a blog featuring home styling ideas and tips.

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**RTZEN**

*Founded in 1997, RTZEN designs handcrafted wrought iron home décor, including curtain holdbacks, wall hooks and planter baskets, blending timeless style, durable construction and practical function to add character and elegance indoors and outdoors.*

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