RTZEN Celebrates Nearly Three Decades of Family-Owned Handcrafted Ironwork Heritage Since 1997

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RTZEN, the family-owned wrought iron décor company, marks nearly three decades of preserving traditional blacksmithing techniques while creating functional ironwork for modern homes and offices. Founded in 1997 by Tsach Levy and operated by Iron-Craft, the company continues to champion authentic hand-forged craftsmanship in an era dominated by mass production.

The RTZEN family-owned ironwork story began with a simple vision: to preserve the centuries-old art of blacksmithing while making it relevant for contemporary living spaces. What started as a commitment to traditional craft has evolved into a comprehensive collection of functional iron pieces that serve daily purposes in homes and offices across the country.

"When we established RTZEN, we saw traditional blacksmithing disappearing from the marketplace, replaced by cheap imitations that lacked both character and durability," said Rami Abramson, CEO and Co-Founder of

RTZEN. "Our founder believed that authentic hand-forged ironwork deserved a place in modern homes, not as museum pieces but as functional elements that people use every day."

The company specializes in creating pieces that combine practical functionality with timeless aesthetics. From bathroom towel hangers and kitchen paper towel holders to patio planter hooks and entryway coat hangers, each item undergoes traditional hand-forging processes that have remained largely unchanged for centuries. The RTZEN handcrafted wrought iron decor categories span seven distinct living spaces, offering solutions for bathrooms, dining areas, entryways, kitchens, living rooms, patios, and windows.

What distinguishes RTZEN from decorative accessory brands is its focus on functional ironwork designed for daily use. Each piece features solid wrought iron construction, zinc galvanization for rust protection, powder coating for durability, and mounting hardware for easy installation. The company backs its commitment to quality with an exclusive Lifetime Warranty on all products.

The company maintains its family-owned structure and founder-led philosophy, with three core pillars guiding operations: craftsmanship, quality and durability, and style. This approach has enabled RTZEN to preserve traditional blacksmithing techniques while meeting the organizational and aesthetic needs of contemporary homes and offices.

"Traditional blacksmithing is not about nostalgia; it is about creating pieces that last generations rather than seasons," added Abramson. "In an age of disposable home goods, we offer something different: functional art that improves with age and tells a story of authentic craftsmanship."

The RTZEN wrought iron decor brand has successfully bridged the gap between heritage craftsmanship and contemporary design needs. While rooted in traditional techniques, the products adapt seamlessly to various interior styles, from modern farmhouse and classic to bohemian and minimalist settings. This versatility has made RTZEN particularly relevant as homeowners increasingly seek durable, characterful pieces that transcend temporary design trends.

RTZEN continues to operate from its original founding principles established in 1997, combining old-world blacksmithing expertise with modern functionality. The company offers hand-forged hooks, holders, hangers, curtain holdbacks, planter hooks, menorahs, and decorative accents, all designed to provide practical solutions while adding character to living spaces.

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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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