

RTZEN Addresses Kitchen Hygiene with Updated Paper Towel Holders Guidance

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RTZEN, a family-owned wrought iron décor brand operating since 1997, has released updated guidance on selecting and positioning paper towel holders in response to recent research on kitchen-towel contamination and ahead of the U.S. holiday cooking season.

The guidance follows a study published August 12, 2026, in BMC Microbiology, which examined how laundering conditions affect bacteria on reusable kitchen towels. The controlled laboratory testing found that washing at 40 degrees Celsius with detergent did not effectively inactivate the tested bacteria. The research was laboratory work rather than a comparison of household products or kitchen hardware.

The findings align with existing USDA Food Safety and Inspection Service recommendations, which advise consumers to consider single-use paper towels for cleaning kitchen surfaces and to launder reusable cloth towels frequently using a hot cycle. Separate USDA food-preparation research reported contamination in 34 percent of sampled kitchen sinks following a test meal, with the agency recommending cleaning and

sanitizing the sink and using single-use towels for the wiping stage.

RTZEN is encouraging homeowners to consider function alongside appearance when choosing kitchen hardware. A well-positioned holder keeps disposable towels within comfortable reach of the sink or preparation area, while avoiding unnecessary exposure to splashes, heat, or food contamination.

The company notes that reaching for a paper towel does not replace proper cleaning, sanitizing, or handwashing. The RTZEN Paper Towel Holders Guide outlines placement, roll fit, mounting surfaces, and material care, and references standards such as the U.S. Access Board limit of a 48-inch unobstructed forward reach.

"Homeowners often think about how a fixture looks before they think about how it works," said Rami Abramson, founder of RTZEN. "When a clean paper towel is easy to reach at the sink or prep counter, people are more likely to use one for the task at hand. Placement, stable mounting, and proper roll clearance all shape whether a holder actually helps in daily use."

Holder style depends on kitchen layout, available counter space, and mounting surface. The RTZEN Wall-Mounted Paper Towel Holders Guide compares horizontal open-arm designs, two-bracket designs, and vertical spindles, and details the fasteners suited to drywall, tile, brick, and concrete.

Abramson added that durable, cleanable finishes matter for frequently touched kitchen hardware. "High-touch fixtures benefit from materials that hold up to regular wiping," he said. "That is part of why we build with hand-forged iron and protective finishes."

RTZEN products are hand-forged, zinc-galvanized, and powder-coated, and are backed by a Lifetime Warranty against defects. The RTZEN Under-Cabinet Paper Towel Holder Guide reviews open-arm, lift-out rod, spring spindle, and swing-down arm formats, along with screw placement for solid wood, plywood, and particleboard cabinets.

RTZEN is operated by Iron-Craft, a family-owned company established in 1997 and rooted in traditional blacksmithing techniques. The brand produces hand-forged hooks, holders, hangers, curtain holdbacks, planter hooks, and decorative accents designed for daily use across kitchen, bathroom, entryway, living room, and patio settings. The company organizes its work around three pillars: craftsmanship, quality and durability, and style.

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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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