

RTZEN Releases Paper Towel Holder Placement Guidance Addressing Kitchen Fire Safety

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RTZEN, a family-owned wrought iron décor maker operating since 1997, has issued practical placement guidance for paper towel holders following a seasonal kitchen safety advisory from the Idaho Falls Fire Department. On November 4, 2026, the department identified paper towels, oven mitts, packaging, and towels as combustible items that should be kept away from stovetops during the Thanksgiving cooking season.

The advisory arrives during a period of heightened cooking fire risk. The National Fire Protection Association recorded approximately 1,446 home cooking fires on Thanksgiving Day in 2023, nearly four times the average daily total. NFPA data from 2020 through 2024 also shows cooking equipment was involved in an estimated 48 percent of reported home structure fires, with Thanksgiving ranking as the peak day for such incidents. The U.S. Fire Administration similarly lists paper towels among the materials that should remain clear of stovetops.

RTZEN notes that convenient kitchen organization is not automatically safe kitchen organization. Paper towel holders are often installed for easy access during food preparation, yet positioning a combustible paper roll too close to a stove can create an avoidable hazard. The company's RTZEN Paper Towel Holders Guide translates official fire-prevention warnings into placement recommendations for countertop, wall-mounted, and under-cabinet designs.

"Homeowners tend to choose a paper towel holder spot for speed, not separation from heat," said Rami Abramson, Product Standards Reviewer at RTZEN. "The goal is keeping the roll close to where hands get wet or messy, which is the sink and prep area, and well clear of the stovetop."

According to the company's materials, placement matters more than appearance. A well-constructed wrought iron holder does not make its paper contents safe near a flame or sustained heat, so the roll should be separated from the cooking area regardless of the holder's build quality. The RTZEN Guide to Kitchen Paper Towel Holder Placement compares sink-side preparation zones, wall-mounted positions, kitchen islands, and under-cabinet locations, recommending a spot within practical reach of the sink and prep counter without crowding burners or hot appliances.

"Durable materials protect the holder, not the paper inside it," Abramson added. "Good placement is the part of kitchen organization that a seasonal safety reminder makes worth revisiting."

The company also addresses common installation mistakes. Mounting a holder over or directly beside a cooktop can be unsafe even when it conserves counter space. For households without available counter area, the RTZEN Under-Cabinet Paper Towel Holder Guide outlines mounting considerations based on cabinet material, roll fit, and reach, while still prioritizing distance from the range.

The recommendations draw on third-party fire-prevention guidance regarding risk and prevention. Those sources do not quantify how many fires began specifically with paper towel rolls, and the guidance focuses on reducing avoidable exposure rather than reporting incident causes.

RTZEN, operated by Iron-Craft, is a family-owned brand rooted in traditional blacksmithing. Established in 1997, the company produces hand-forged hooks, holders, hangers, curtain holdbacks, planter hooks, and decorative accents for kitchens, bathrooms, entryways, living rooms, and patios. Its products are built around craftsmanship, durability, and adaptable style, and are backed by a lifetime warranty.

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For more information about RTZEN, contact the company here:RTZENRami Abramsoninfo@rtzen-decor.com16192 Coastal Highway LewesDelaware 19958 USA

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.

Website: https://rtzen-decor.com

Email: info@rtzen-decor.com

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