

# THE METROPOLITAN BUILDER

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Ironwood Connection Stairs  
Capture Eye and Imagination

INSIDE SHOWCASE



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Stairs help define a home's personality. If you doubt that stairs make a statement about a home and its owners, think of "Gone with the Wind" when Rhett Butler sweeps Scarlett O'Hara up in his arms on the grand stairs of Tara. Those stairs convey wealth, beauty and grandeur.

Many homes use stairs as an architectural design statement, although they may not be on the scale of Tara's staircase. Homeowners want this important focal point to capture the eye and the imagination of the beholder, whether they are made of wood, iron, cable or glass. Ironwood Connection's products and staff can fulfill every homeowner's vision. Ironwood Connection is the most complete source for all things related to staircase and railings, including lumber, molding and plywood. Its products include the following:

- Powder-coated iron balusters and newels
- Stainless steel balusters and newels
- Forged iron panels
- Custom forged iron panels
- Wood balusters and newels
- Wood handrail and fittings
- Wood treads and starter steps
- Stainless cable railing
- Glass railing systems

An important component to Ironwood's business is its complete parts department. Ironwood Connection offers a huge selection of 1,300 unique iron and wood products. It also offers a special-order program for exotic wood species components and material and iron components.

Customers may place parts orders in person, by phone or e-mail at one of Ironwood's three locations in Houston, Dallas-Fort Worth and Austin for pick-up. Its Texas-size, 70,000-square-ft. warehouse facility in Houston and its large staff can fulfill nearly any size order for same-day pick-up or next-day delivery. In fact, it has the state's largest selection of in-stock iron stair parts, according to Justin Palazzo, marketing director.

Customers may browse Ironwood Connections' entire product line through the company website, [www.ironwoodusa.com](http://www.ironwoodusa.com). "These days many people hop on the computer to search for stairs or railings. We've positioned ourselves to be highly visible on-line as well as in print publications. We want to convey the company message that we are Your Stair & Railing Company to homebuilders and homeowners alike," Palazzo said. The company offers a variety of packages tailored to meet the clients' needs. The packages are based on interior décor style, material and budget. Ironwood's staff



“Our customer service is the best in the industry! Our experienced and friendly staff is prepared to make the stair or railing phase of any project smooth and seamless. Technical details, design advice, project limitations and budget consideration will all be taken into account to make sure every project is completed on time and within budget. Se habla Espanol.

“Our staff of 80 includes people working in sales, marketing, customer service, estimation, accounting and operations. They allow us to be effective in offering a complete package,” according to Palazzo. Another component of Ironwood Connection’s complete service is custom fabrication. Its skilled craftsman can create eye-catching, one-of-a-kind products for staircases, exterior balcony railings, ornamental panels, wine doors and more.

Ironwood Connections has been doing business in Texas since 2000. It is an accredited member of the Better Business Bureau in addition to belonging to the Greater Houston Builders Association and Stairway Manufacturers Association.



guides clients through a hands-on selection process in the showroom or retail store.

“Our goal is to provide homebuilders and their clients with a complete package from start to finish,” said Palazzo.

One component of Ironwood Connection’s complete service is Stair Artist, a web-based design tool that homebuilders can use to create basic staircase and railing layouts, which can be easily sent to clients for feedback and approval, according to Palazzo.

“Our clients – both homebuilders and homeowners – really appreciate Stair Artist’s features. It allows the clients to really “see” the stairway before the builder gets started, which improves satisfaction levels.

“We encourage builders to take advantage of our knowledgeable staff and beautiful showroom by bringing their designers and homeowners for scheduled visits. We’re sure they’ll be impressed with both the staff and the products.” Palazzo added.

Originally a full-service milling operation for wood stair components and a staircase builder, Ironwood Connection expanded into iron components. It is an authorized dealer for House of Forgings, a direct importer and national distributor/manufacturer of iron, stainless steel and wood stair and railing parts in Houston.

“We have established our credibility in the homebuilding community over the last ten years with our exceptional reliability and masterfully crafted staircases,” Palazzo said. “Most lumber and millwork dealers carry a variety of wood and iron parts; we pride ourselves on offering a full array of exclusive products and extensive service.

“We are currently in a growth phase and project this growth to continue as the remodeling and new home markets continue to recover [from the recession]. We expect to see unprecedented growth over the next five years. You can count on Ironwood Connection to continue to provide the total package for all your stair and railing needs.”

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*You may contact Ironwood Connection at its Houston location at 16684 Air Center Blvd. or by calling 281-209-0000. You may contact Ironwood Connection at its Austin location at 8606 Wall St. Suite 200 or by calling 512-973-8373. Or you may contact Ironwood at its Dallas-Fort Worth location at 2520 N Great Southwest Pkwy, Suite 104, Grand Prairie or by calling 817-701-2006.*

