

Murpho's Rods & Customs Relies on the Optima Steamer™ to Realize Car Restoration Dreams

**OPTIMA
STEAMER**

by Autobody News Staff

Murpho, of *Murpho's Rods & Customs*, likes to go on a first-name basis. This Hot Rod Hall of Famer – inducted just this year – is known simply as “Murpho.”

Murpho got “hooked” on hot rods when he was a kid growing up in Southern California. What started as a hobby of racing and fixing street cars in his teens developed into a full-blown career as a restoration specialist of vintage muscle cars, hot rods and classic automobiles. He is also a publisher and, most recently, a podcaster.

Murpho's Rods & Customs is based south of Austin in Buda, TX, a thriving suburb of the capital. There, Murpho operates a 10,000-square foot space with his 12-person team of fabricators and craftsmen. Before coming to Texas, Murpho lived in Orange, CA, where he perfected his craft and established his brand.

Murpho's has a reputation for specializing in “the highest quality customs, focusing on the 1920s through 1970s. It also provides service for all pre-1972 vehicles.” Murpho's Rods & Customs is known for its artistic styling chop tops and eye for detail. It recently finished a family-owned 1934 Tudor and a 1942 Chevrolet 3100 that was purchased new in Austin.

Murpho's provides the following services: rust repair, panel replacement, superior body and paint, metal fabrication, frame off restoration, electrical rewire/wiring/diagnosis, Vintage Air install, suspension, Air Ride systems, engine and trans swaps, engine rebuilding, brake conversion, chassis, along with custom consultation and design.

As part of his Hall of Famer reputation, Murpho takes car restoration seriously and relies on the right tools to restore classic cars to their original state. One of his favorite products is the Steamerics Optima Steamer™. Murpho says he's been working on cars professionally for 20-plus years as



Murpho's has a passionate team of skilled craftsmen who take pride and joy in their finished products.

a business owner, and he's never seen the steamer quality like Steamerics Optima.

“I have used other products, but I can't tell you how awesome it is,” said Murpho of his experience.

According to Steamerics, the patented dry steam boiler and its high-tech features make it easy for the Optima Steamer™ to harness the cleaning power of steam. The Optima Steamer™ boasts an LCD display for easy operation, a water tank with a visible gauge in addition to the direct water hookup. An easy-access to parts makes maintenance and repair a breeze. The Optima Steamer™ is available in diesel or electric powered models, meeting needs for both mobile operations as well as indoor shop operations.

He uses the steamer for everything from detailing to cleaning doors and kick panels and interior carpets. Murpho said he even uses the Steamerics Optima to blow through the AC vents to keep that cold air flowing despite the Texas heat.

Murpho's team works on 35 cars at any given time. Operating a busy, thriving custom detailing shop requires the right tools and equipment. That's why Murpho is so grateful to have a steamer that makes his team's work smoother, easier and more time efficient.

He purchased the Optima

through Hotsy Carlson, a pressure washer distributor company that also happens to be one of the main distributors of the Optima Steamer™ in Texas. After his purchase, he received video tutorials and a how-to book. But the quality, half-day one-on-one training from the Steamerics rep set the team on a strong course to use the machine nimbly and confidently.

Murpho has found the Steamerics Optima to be an indispensable tool for another reason. He is the publisher of two popular magazines, *Car Kulture Deluxe* and *Ol' Skool Rodz*, which he publishes in 13 countries outside of the U.S. and has a circulation of almost 80,000. As a result, he's constantly prepping, restoring and getting cars ready to shoot, and he needs them to look picture-perfect. That's where the Steamerics Optima comes in—it is one of the tools he uses daily that he could not do without.

If car restoration and publishing don't keep him busy enough, Murpho also has a podcast. You can tune in at @customkulturerodcast. Murpho is grateful to be pursuing his childhood dream of working on and restoring cars. He is a wonderful example of how passion, hard work and inexhaustible creative energy can propel you to greatness, and reach Hall of Fame status.

Murpho's Rods & Customs

Location: Buda, TX

(512) 912-1300

www.murphos.com

Company At A Glance...

Type: Restoration and Refinishing

Facility Employees: 12

In Business Since: 2002

Number of Locations: One

Production Space:

10,000 square feet



In addition to classic car restoration, **Murpho** has built on his brand through publishing and podcasting. *Car Kulture Deluxe* and *Ol' Skool Rodz* are available worldwide in 13 countries and boasts a circulation of almost 80,000. He also has a podcast, and you can tune in at @customkulturerodcast.



While not as flashy as some of the cars *Murpho's* works on, Steamerics' Optima Steamer™ is prized for its workhorse nature and wide range of uses.

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