



1996-2016

infamous network presents



ROOT CONCEPTS

20

years

20 Year Anniversary Product Catalog



# The Story

The story begins over 20 years ago with two idealistic

young artists with a shared belief in the value and importance of independent art and free thought. We were intent on making an impact as artists, and throughout many challenges and successes the mission has remained steadfastly the same: to produce high quality independent art that sparks

**'it is the mission of the infamous illustrious center for inspiration and imagination to encourage creative thinking. we believe imagination to be essential in the free creation and evolution of our one future.'**

**Original Mission Statement from 1996**

critical thinking and the sharing of ideas. Today the importance of independent art and critical thinking has never been more relevant. We are part of a connected world striving to live in awareness. With sincere gratitude, fortitude, and the continued support of our community, the story of Root Concepts continues to unfold...



Jeff Daverman, left, Jon Vander Pol, right, before printing first sticker run "Forsake Inhibitions, Pursue Thy Dreams" October, 1995 \* Prescott, AZ \* Photo: Barbara Konikowski

**1996** After traveling the country for a few years selling their artwork at festivals, Jeff Daverman and Jon Vander Pol form a creative partnership now known as Infamous Network and a line of artwork now called Root Concepts. After purchasing a used silk screen press in the summer of 1995 they start printing stickers that fall. On April 20, 1996 the first sticker catalog with the original 30 sticker designs is mailed. Scott Rahilly, another Grand Rapids, Michigan native now living in Prescott, Arizona joins the artist collective during that summer.

## 2000

The small bumper sticker line and it's original display is launched. The line is well received, becoming a huge success. The branding of ROOT CONCEPTS is officially adopted and by this time many of the top 40 designs are already created and established. Jon is living in California and with Scott living in Hawaii, Jeff takes over full time ownership and responsibility from this point.



To learn more, scan here



## 2004

The business expands with the development and launch of the wire rack displays. The small bumper sticker and mini sticker lines are solidified as the most successful lines the company offers. Jeff and wife Beth Rossi anchor things by building Never Better Art Studio in the back of their property as a new headquarters to operate the growing creative enterprise.

## 2008

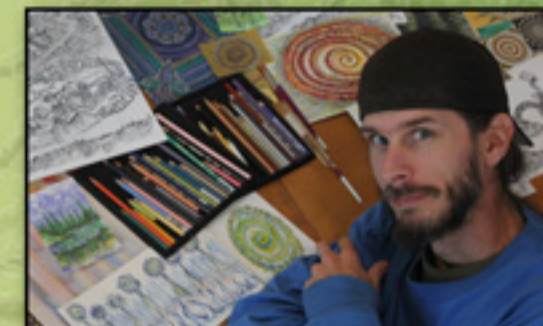
Beth's Dad Ray Rossi helps invest in the purchase of digital printing equipment and Custom Sticker Makers (CSM) is born. This side of the business allows for a substantial expansion in capability to print full color, die cut stickers in any shape. By 2008 the high sonoran desert is well established as home to the artists of Root Concepts with Scott living in Durango, Jon in Denver and Jeff in Prescott.



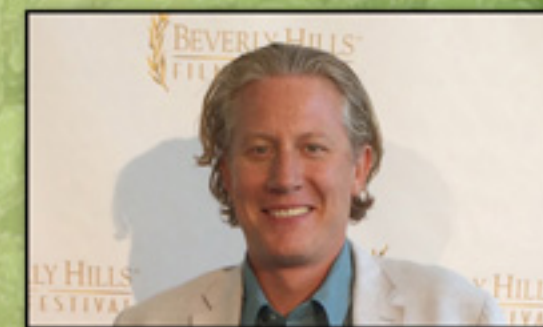
## 2012

The business settles into its office location and continues to expand on both the artistic and custom sides. Since 2000 Jeff has been the primary artist creating new Root Concepts

art. In 2012 Jon is in the middle of directing Exported From Michigan, a documentary film about Michigan's comeback story. Jeff is a big part of the collaboration, earning a producer credit. It will go on to win Best Documentary honors at three of the seven film festivals it's shown in including ArtPrize in Grand Rapids.



Jeff Daverman • Photo: Ray Rossi



Jon Vander Pol  
Photo: Luke Massman-Johnson



Scott Rahilly • Photo: Self

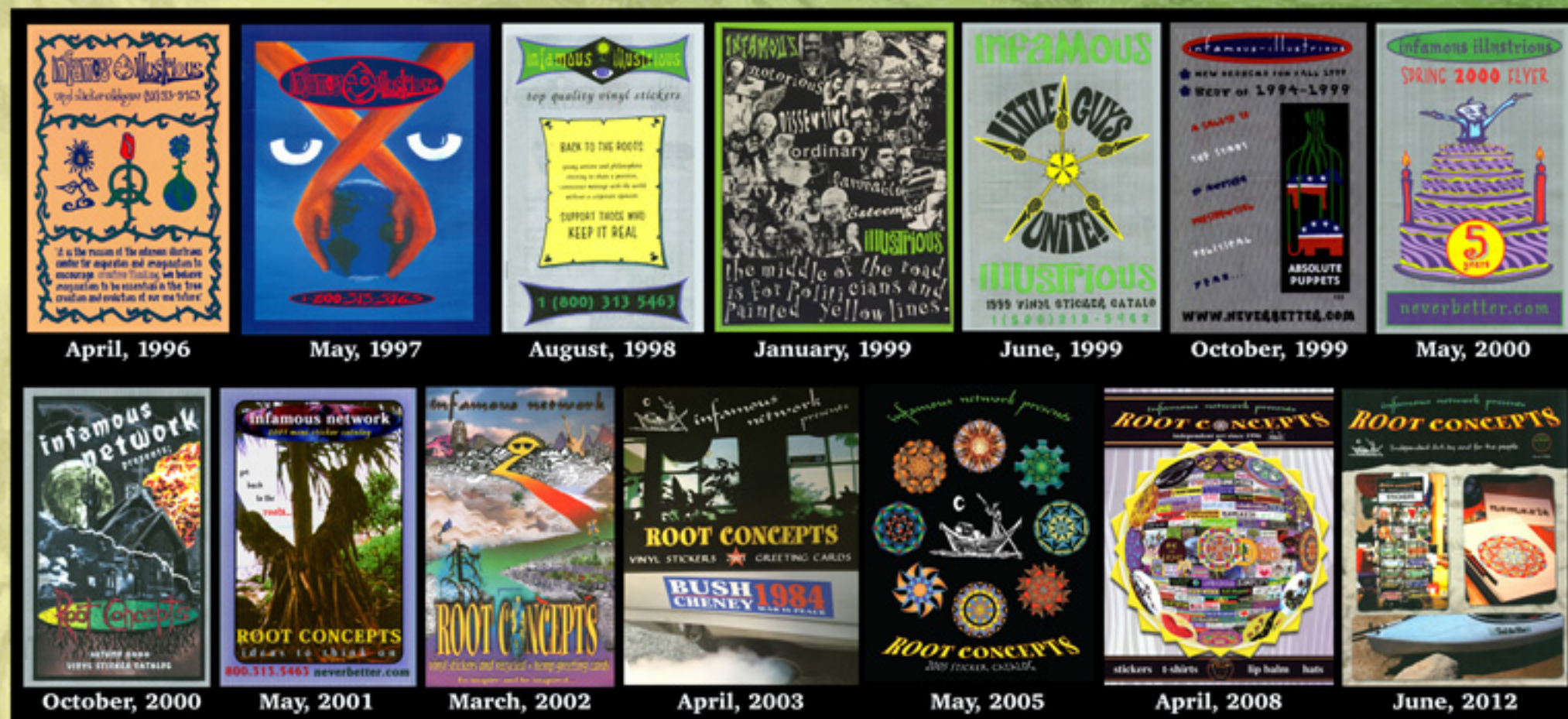
## 2016

Root Concepts is still going strong with new artwork debuting in this catalog and regularly on neverbetter.com. Thank you to everyone who has been part of the journey for the last 20 years.

Jeff spends time daily creating art at Never Better Studio and has a new venture in the works focused on nonviolent revolutionaries.

Jon works every day in his garden and is getting ready to make another documentary film about spirituality and technology.

Scott runs the Durango Book Rescue, promoting literacy and education through the distribution of free books. He is also part of the tech team at several regional film festivals.





# SMALL BUMPER STICKERS

5.5 Inch x 1.5 Inch \$0.55 Each (Minimum 6)

More info here



266



140



150



146



269



211



469



468



205



217



NEW!

573



NEW!

574



223



230



142



362



149



162



210



265



360



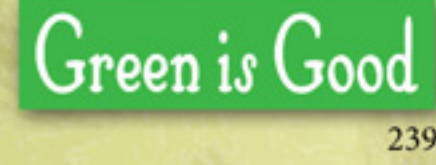
170



558



493



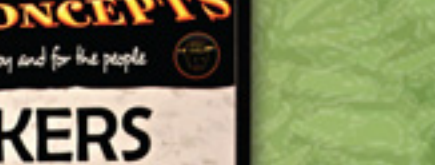
239



548



276



276



270



463



462



261



471



065



547



208



237



127



508



250



466



315



151



495



277



145



NEW!



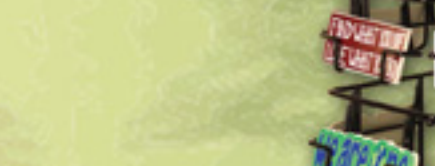
191



465



464



272



575



575



199



260



190



409



241



158



543



501



359



275



542



157



215



159



9194



9197







# ALL TIME BEST SELLERS

## TOP 10

**namaste**

Vander Pol \* 08/'98

**GOD BLESS THE FREAKS**

Daverman \* 08/'96

**SIMPLIFY**

Vander Pol \* 08/'98

**FIND WHAT YOU LOVE  
LOVE WHAT YOU FIND**

Daverman \* 04/'96

**we're all in this  
together**

Vander Pol \* 05/'99

**Eat Organic**

Daverman \* 05/'99

**Positive**

Daverman \* 08/'98

**PLANT SEEDS  
& SING SONGS**

Rahilly/Daverman \* 05/'00

**the meaning of life  
is to live it**

Vander Pol \* 08/'98

**listen to children**

Daverman \* 05/'99

**Challenge is part  
of the journey**

Daverman \* 05/'12

**live in the present**

Vander Pol \* 04/'96

**MY OTHER CAR IS  
A PAIR OF BOOTS**

Rahilly/Vander Pol \* 08/'98

**i love trees**

Don Daverman \* 04/'96

**YOU GET WHAT YOU GIVE**

Vander Pol \* 05/'99

**THE ONLY CONSTANT  
IS CHANGE**

Vander Pol \* 04/'96

**forsake inhibitions  
pursue thy dreams**

Daverman \* 04/'96

**i ♥ my family**

Daverman \* 08/'98

**BEGIN WITHIN**

Daverman \* 08/'98

**normal is relative**

Daverman \* 03/'94

**we are one**

Daverman/Vander Pol \* 04/'01



Daverman \* 04/'96

**SUPPORT OUR  
TEACHERS**

Daverman \* 05/'03

**LOVE > FEAR**

Daverman \* 05/'03

**EQUAL RIGHTS**

Daverman \* 05/'05

**my friends kick ASS**

Daverman \* 03/'02

**exercise the right  
to think for yourself**

Vander Pol \* 04/'96

**Question the Answers**

Daverman \* 08/'98

**My church is the WOODS**

Daverman \* 04/'08

**ENVIRONMENT  
IS EVERYTHING**

Vander Pol \* 08/'98

**YOGA**

Daverman \* 04/'08



Daverman \* 05/'05

**BE  
THE  
LIGHT**

Daverman \* 04/'08



Vander Pol \* 04/'96



Daverman \* 03/'02



Daverman \* 06/'12



Daverman \* 06/'12

**BREATHE**

Rahilly/Daverman \* 04/'08

These top 40 designs are notable because of the consistency in popularity they've shown over the past two decades. The number of designs that feature hand drawn text also gives the line a uniquely Root Concepts style. The first Root Concepts sticker ever printed was 'Normal Is Relative' in March of 1994. 'The Only Constant Is Change' has had the most different looks. These are the 40 designs that have connected the most and are the foundation of Root Concepts sticker line.

To learn more  
about the all time  
best selling designs  
scan here



## BEST SELLING DISPLAY

The 54 slot display continues to be our best seller with a selection of 30 small bumper stickers and 24 mini stickers.



54 Slot Counter Top **FREE** Display # 9205  
\$179 + Shipping \* 30 Inch x 13 Inch  
Includes 6 each of  
**30 Small Stickers & 24 Mini Stickers**



# mini STICKERS

Approx. 3 x 3 Inch \$0.55 Each (Minimum 6)

More  
info  
here



NEW! 579

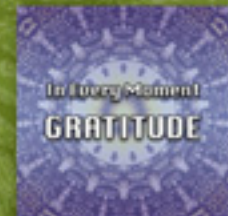


511

NEW!



581



NEW! 580



312



48 Slot Counter Top  
FREE Display # 9204  
\$159 + Shipping  
Includes 6 each  
of 48 Designs  
24.5 Inch x 13 Inch



515



372



378



382



384



551



305



312



311



306



423



517



310



332



296



301



483



292



307



430



346



300



371



297



341



287



313



286



299



283



284



480



295



309



512



393



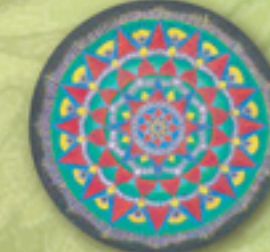
520



427



381



521



368



557



426



427



567



285



304



420



303



513



387



375



383



514



389

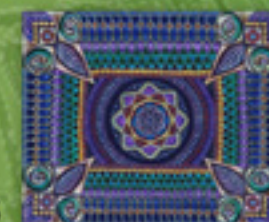


550

22 Slot Wall Mount  
FREE Display # 9202  
\$73 + Shipping  
Includes 6 each  
of 22 Designs  
6 Inch x 44 Inch



392



565



# MINI STICKERS

Approx. 3 x 3 Inch \$0.55 Each (Min. 6)



347



569



570



510



397



487



516



484



386



553



564



481



566



524



571

namaste

079

Positive

053

Eat Organic

350

the meaning of life is to live it

081



NEW!

584

I WONDER

NEW!

582

my friends kick ASS

NEW!

585

Challenge is part of the journey

NEW!

583

Question the Answers

082

we're all in this together

351

PLANT SEEDS & SING SONGS

435

renewable energy sustainable peace

444

I VOTE FOR GREEN ENERGY

529

COLLABORATE AND SUCCEED

528

ENVIRONMENT IS EVERYTHING

103

MY OTHER CAR IS A PAIR OF BOOTS

049



535

in support of conscious evolution

114

UNIVERSAL ROOTS

527



536

# BUMPER

10.25 Inch x 2.5 Inch



16 Slot Wall Mount **FREE** Display # 9203  
\$105 + Shipping \* 28 Inch x 22 Inch  
Includes 6 each of 16 Designs

# STICKERS

\$1.10 Each (Minimum 6)

More info here



SAVE THE MIDDLE CLASS

533

ANOTHER AMERICAN FOR PEACE

207

VOTE WITH YOUR DOLLAR

537

I ♥ THE FIRST AMENDMENT

531

EQUAL RIGHTS

441

we are one

447

BEGIN WITHIN

173

forsake inhibitions Pursue thy dreams

015

LOVE > FEAR

442

SUPPORT SPIRITUAL LITERACY

063

BREATHE

449

The Only Constant Is Change

017

FIND WHAT YOU LOVE LOVE WHAT YOU FIND

027

CHOOSE TO FEEL

057

inspired by the mystery

062

BUY NEEM & LET THE TREES GROW

042

I ♥ my family

096

YOGA

437

FEED YOUR FRIENDS

530

CAMP FOR PEACE

526

listen to children

236

Patience

018

live in the present

438

irie vibe

532

Feel the Flow

525

My church is the WOODS

453

GROW SLOW

443

ROOTS POWER

092

i love trees

026

Green is Good

436

exercise the right to think for yourself

450



538



# MAGNETS

\$1.25 Each (Minimum 3)

For more info  
on the new Magnet  
line scan here



We are thrilled to debut a new line of *indoor/outdoor magnets*! Heavyweight with a UV gloss finish they can be used on a car or fridge! They are a little bigger than the small bumper sticker and mini sticker variations. (Long rectangles are approx. 1.8 x 6.6 inches and circular magnets are approx. 3.45 x 3.45 inches.)



MAG148



MAG140



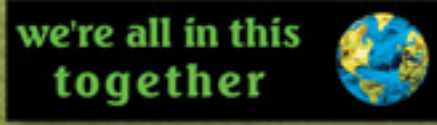
MAG145



MAG190



MAG150



MAG211



MAG573



MAG217



MAG306



MAG517



MAG430



MAG551



MAG566



MAG303



MAG383



MAG483



MAG557



MAG312



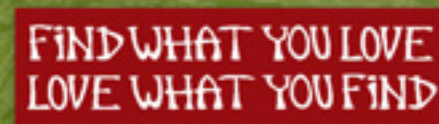
MAG296



MAG192



MAG162



MAG147



MAG170



MAG406



MAG269



MAG225



MAG230



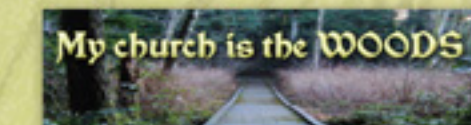
MAG258



MAG266



MAG459



MAG469



Wall Mount Magnet Display # 1818  
\$101 + Shipping \* 18 Inches Square  
Choose 81 magnets (min. 3 each)  
and the display is FREE

# ORGANIC LIP BALM

\$1.50 Each (Minimum 6)

For more  
info on  
the lip balm  
scan here



Root Concepts lip balm is handmade with love using only the best organic ingredients including unrefined Arizona beeswax and a blend of organic oils. It is soy free. Each individually wrapped black tube is made of 100% recycled plastic and features some of our best selling Root Concepts artwork. Weight 0.15 oz.

NEW!



573GP ● 573BC ●

NEW!



306GP ● 306VN ○

NEW!



459BC ● 459VN ○

NEW!

511MT ●



511GP ● 511TG ●



140BC ● 140VN ○



217VN ○ 217TG ●



150BC ● 150VN ○



145TG ● 145MT ●

Root Concepts lip  
balm has been  
soothing lips since  
2008.

This year we are  
excited to introduce  
Ginger Peach as a  
brand new flavor!

Get a **FREE DISPLAY**  
with every order of 24  
tubes. \$36 + Shipping



## FLAVORS

- Ginger Peach
- Mint
- Blackcurrant
- Tangerine
- Vanilla



141VN ○ 141TG ●



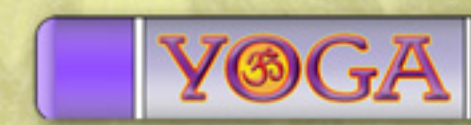
149MT ● 149GP ●



239MT ● 239VN ○



269TG ● 269BC ●



406BC ● 406VN ○



211VN ○ 211MT ●



230MT ● 230GP ●



148TG ● 148VN ○

406GP ●

148BC ●

"A vision without a task is but a dream. A task without a vision is drudgery.  
A vision and a task is the hope of the world." - From a Church in Sussex, England circa 1793.



So much more than stickers...  
Check out our full line of products at  
**Neverbetter.com**

- Stickers
- Lip Balm
- Magnets
- Wall Art
- Apparel
- Art Prints
- Coasters
- Posters
- Greeting Cards
- Doodlesphere
- Giclee Prints
- and more!



forsake inhibitions  
Pursue thy dreams



**The Word**

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supplies last!

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rootscast.podbean.com



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Connect via email : info@neverbetter.com

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PO Box 3590 Prescott, AZ 86302



## INCREASE YOUR BUSINESS EXPOSURE

Everyone loves stickers! Let us help you promote your business in a creative way...  
CSM is your source for full color, photographic quality, outdoor vinyl custom stickers.  
We specialize in making stickers that leave an impression!

**CustomStickerMakers.com**



**THANK YOU** to everyone who has supported us over the past 20 years!  
With a special acknowledgement to: Our Parents and Grandparents, Ray, Beth, Alex, Rahilly Brothers, Action Graphics, Think4Inc, Holwerda-Snoap, Madshirtz, and every team member who has contributed to our mission and success.

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Painting by Nick Elias