Adeo – South African trademarks

Updated 8 November 2026

Adeo is a French home-improvement retail group. Its best-known chain is Leroy Merlin, which also trades in South Africa, along with its own product brands.

How Adeo has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#244
largest trademark owner in South Africa (of 121,626)

242
trademarks filed

8
different logos published since 2020

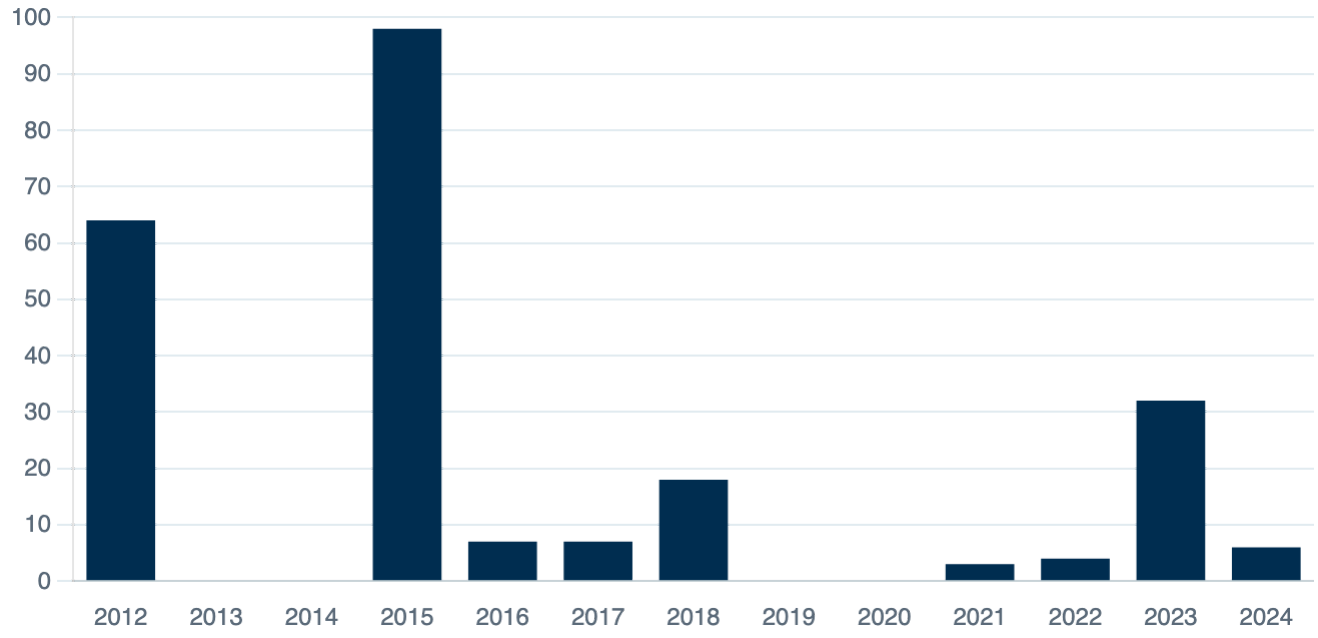
35
of 45 classes used

2012
first trademark filed

80
filed in the last 10 years

A portfolio built over time

Adeo filed its first South African trademark in 2012 and has filed 242 since; its busiest year was 2015, with 98 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Adeo	242	2012–2025

Where Adeo expanded its business

Trademark classes show what a business sells. Adeo's portfolio is concentrated in metal goods (class 6), furniture (class 20), building materials (class 19). Its most recent moves were into telecoms (2016), legal & security (2015), medical devices (2015).

Adeo trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/adeo-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS	MARKS	SHARE	SINCE
6 Metal goods	18	7.4%	2012
20 Furniture	17	7.0%	2012
19 Building materials	17	7.0%	2012
21 Kitchenware	15	6.2%	2012
11 Lighting & appliances	15	6.2%	2012
16 Paper & print	10	4.1%	2012
27 Carpets	10	4.1%	2012
8 Hand tools	10	4.1%	2012

The brands Adeo protects most

The word marks and logo names Adeo has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	LEROY MERLIN	63	32	2012–2012
2	AXTON	15	13	2015–2022
3	GEOLIA	14	14	2015–2015
4	NATERIAL	13	13	2015–2015
5	EQUATION	12	12	2015–2015
6	INSPIRE LEROY MERLIN	11	11	2018–2018
7	STANDERS	9	9	2015–2015
8	REDSTONE	8	8	2015–2015
9	IMPACT	7	7	2018–2018
10	ELEKI	6	6	2024–2024
11	LUXENS	6	6	2015–2015
12	DELINIA	5	5	2015–2015
13	DELINIA ID	5	5	2017–2017
14	KOZIKAZA	5	5	2016–2016
15	SENSEA	5	5	2015–2015

Logos filed most often (since 2020)



12 filings · 12 classes



11 filings · 11 classes



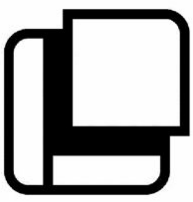
9 filings · 9 classes



6 filings · 6 classes



3 filings · 3 classes



3 filings · 3 classes



3 filings · 3 classes



2 filings · 2 classes

Adeo's logos

The 8 different logos Adeo has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

12 classes

11 classes

9 classes

6 classes

3 classes

3 classes

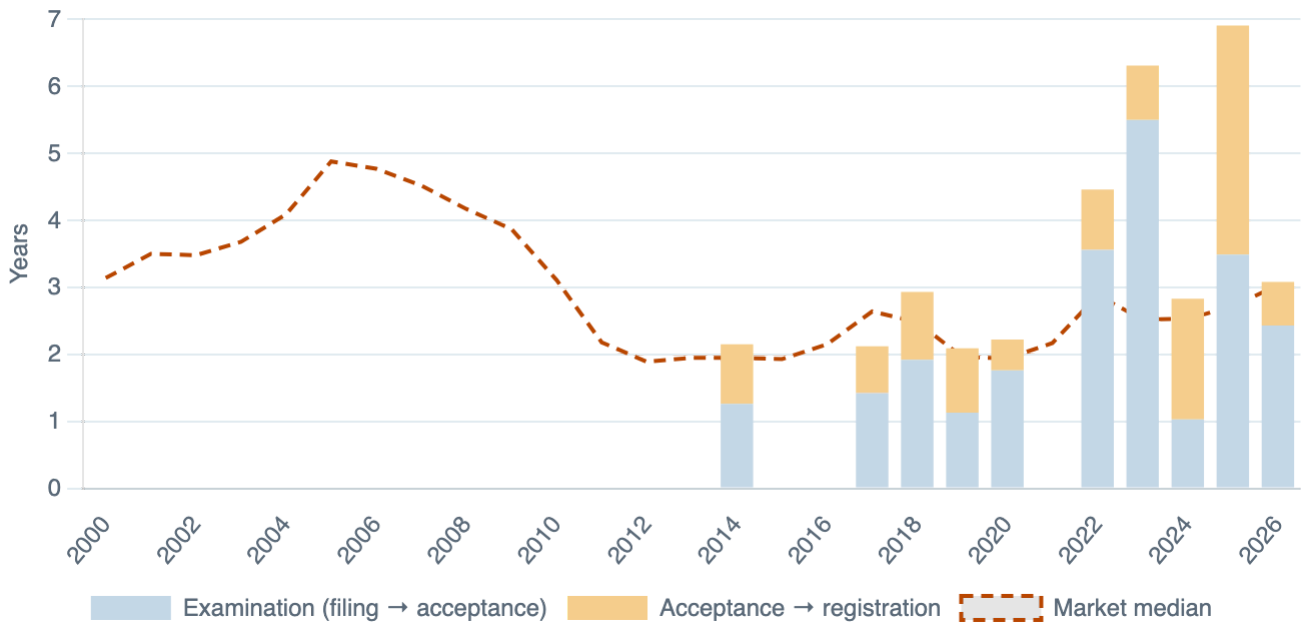
3 classes

2 classes

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Adeo's marks took a median of **3.2 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.6 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

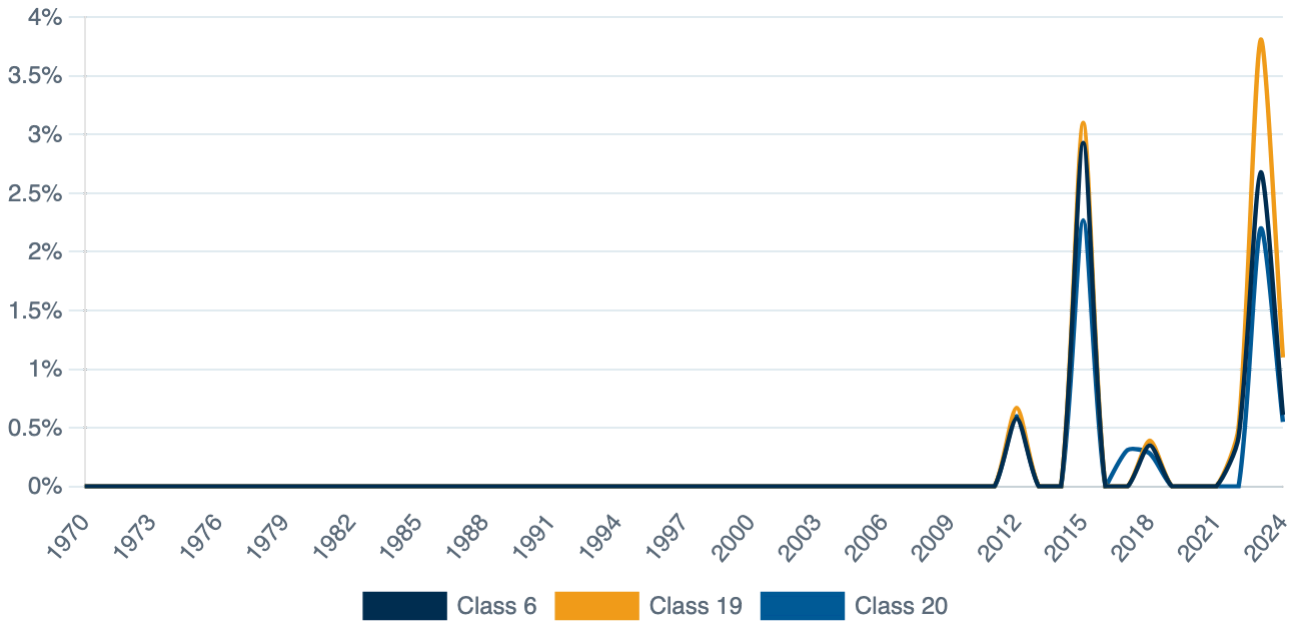


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Adeo's classes

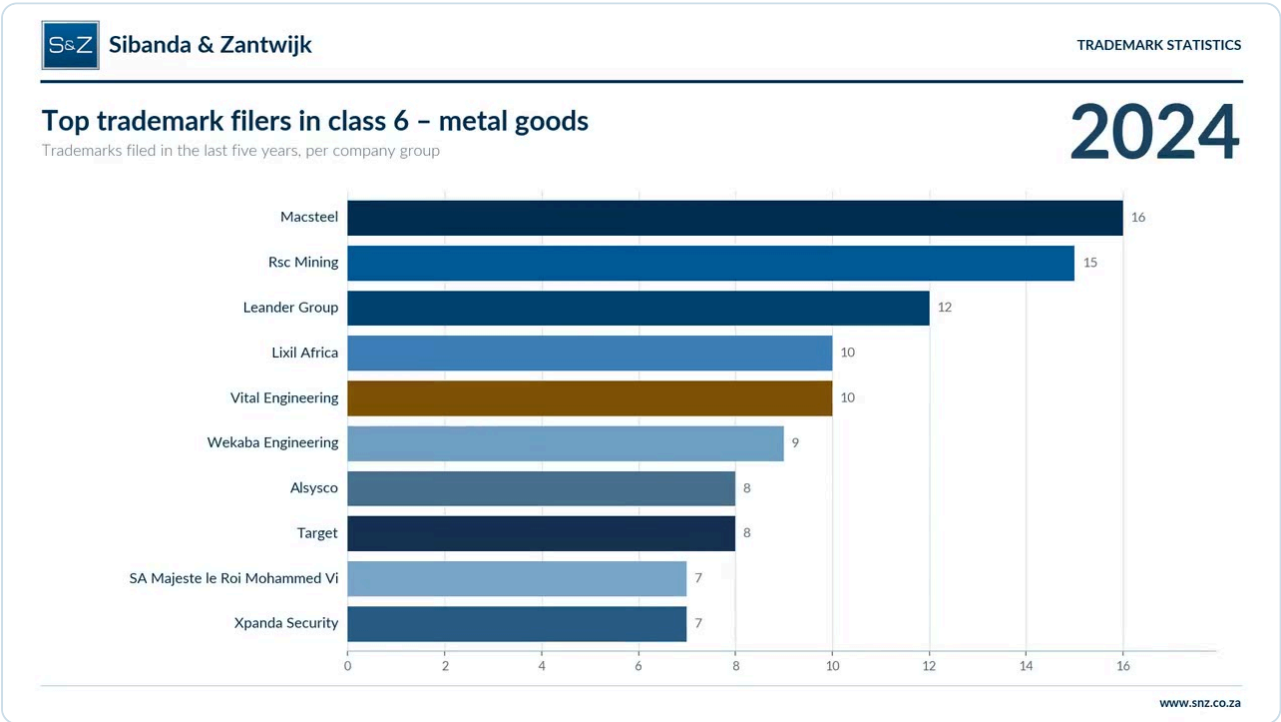
> Ranked by **number of trademarks filed in Adeo's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Adeo's market position, not who is most like it.

In the last five years, Adeo was **#13** of 624 filers in class 6 (metal goods), with 6 of 1,047 trademarks; **#22** of 636 filers in class 20 (furniture), with 5 of 1,156 trademarks; **#12** of 380 filers in class 19 (building materials), with 6 of 721 trademarks.



Adeo's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 6 (metal goods), South Africa 1975–2024: Adeo

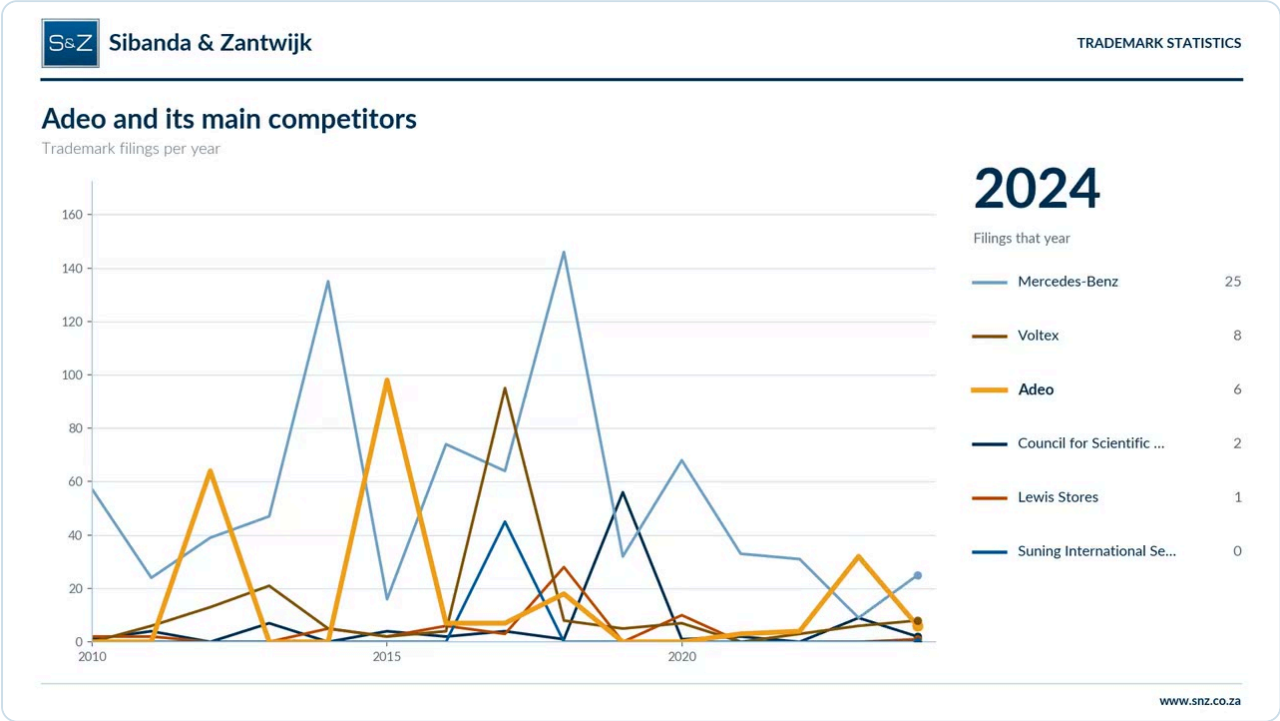


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/adeo-south-african-trademarks/class-6-race-video.html

Main competitors – the companies most like Adeo

> Ranked by **how similar their whole trademark portfolio is to Adeo's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Adeo trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/adeo-south-african-trademarks/competitors-video.html

Trademark filings per year: Adeo (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Council for Scientific and Industrial R...	–	71%
2	Lewis Stores	–	70%
3	Mercedes-Benz	–	70%
4	Voltex	–	66%
5	Suning International Services	–	64%
6	Aldi	–	64%
7	Kganya Brands	–	64%
8	Lotte	–	64%
9	Ryno de Villiers	–	64%
10	Goodwill Trade and Investments	–	62%

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Adeo – relevant export countries

South Africa exported **US$2.1 billion** of the goods Adeo's main classes cover in the last year – metal; containers; hardware; boxes (class 6); furniture; mirrors; picture frames; meerschaum (class 20); building materials; not of metal; timber; buildings (class 19); brushes; vases; mugs; combs (class 21); lighting; heating; installations; drying (class 11). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Adeo's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	71	US$101 m	-4%	National	US$2,388
2	United States of America	69	US$55 m	-5%	National	US$3,425
3	United Kingdom	65	US$38 m	-4%	National	US$1,371
4	Japan	60	US$34 m	-10%	National	US$1,774
5	Australia	57	US$36 m	-5%	National	US$2,380
6	Canada	56	US$16 m	-6%	National	US$2,192
7	Namibia	56	US$268 m	+10%	ARIPO	US$450
8	China	55	US$60 m	-5%	National	US$1,224
9	Russian Federation	55	US$8.2 m	+4%	National	US$1,915
10	Botswana	54	US$294 m	-2%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	56	US$268 m	+10%	ARIPO	US$450 S&Z
2	Botswana	54	US$294 m	-2%	ARIPO	US$450 S&Z
3	Zimbabwe	54	US$205 m	+14%	ARIPO	US$450 S&Z
4	OAPI (17 states)	53	US$75 m	+7%	National	US$1,563 S&Z
5	Nigeria	50	US$11 m	-3%	National	US$1,015 S&Z
6	Morocco	49	US$4.3 m	+15%	National	US$1,408
7	Mozambique	49	US$123 m	-6%	ARIPO	US$450 S&Z
8	Tanzania	48	US$31 m	+5%	ARIPO	US$450 S&Z
9	Lesotho	46	US$98 m	+11%	National	US$326
10	Dem. Rep. of the Congo	46	US$82 m	-7%	National	US$2,100

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 5 classes; ARIPO costs are per country, plus US$301 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
LEROY MERLIN	32	US$6,496	US$6,550
AXTON	13	US$2,639	US$3,041
GEOLIA	14	US$2,842	US$3,225
NATERIAL	13	US$2,639	US$3,041
EQUATION	12	US$2,436	US$2,856

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Adeo's five most-filed brands: word marks of **other companies** (not Adeo's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to LEROY MERLIN (classes 6, 11, 19, 20, 21; searched 2018-10-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to AXTON (classes 6, 19; searched 2018-02-28 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to GEOLIA (classes 6, 19, 21; searched 2018-04-25 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to NATERIAL (classes 6, 11, 19, 20, 21; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to EQUATION (classes 6, 11, 19, 20, 21; searched 2018-07-25 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. **We are a technology-first firm that manages trademarks** – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management
Every renewal date in your portfolio tracked and paid online.

Competitor watch
Get real-time competitor analysis.

Similar-mark watch
New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa
Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

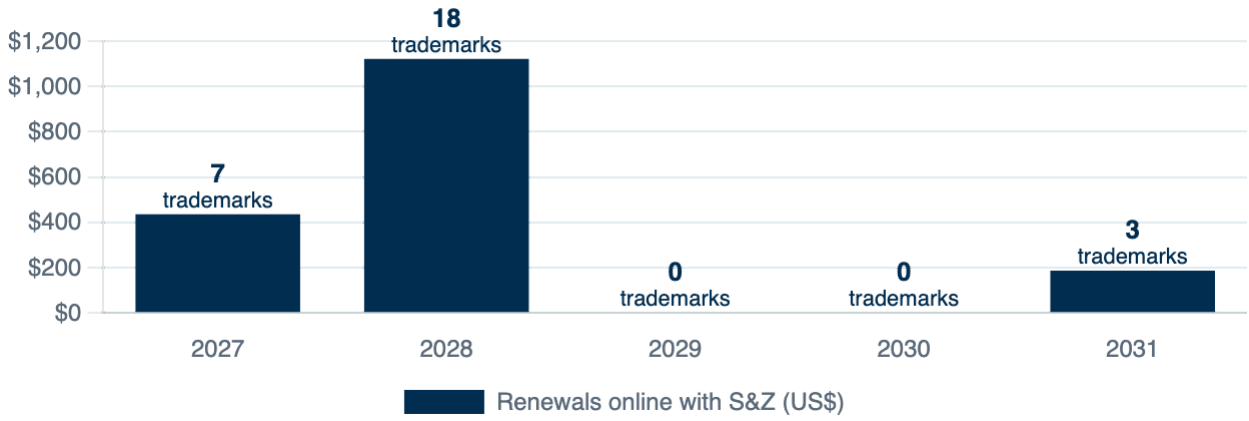
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Adeo's next five years of renewals

28 of Adeo's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$1,744 over the five years.



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