AECI – South African trademarks

Updated 8 November 2026

AECI is a JSE-listed South African chemicals group. It supplies mining explosives and chemicals, agricultural products, water treatment and specialty chemicals.

How AECI 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.

#24
largest trademark owner in South Africa (of 121,626)

1,357
trademarks filed

15
different logos published since 2020

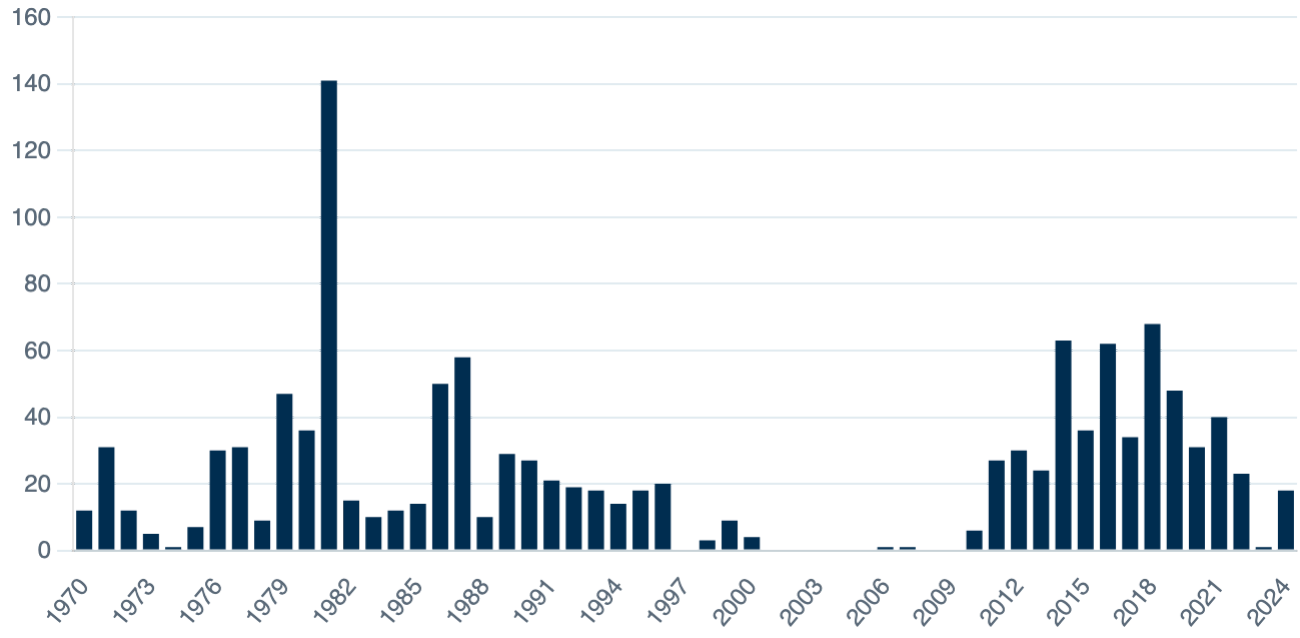
44
of 45 classes used

1920
first trademark filed

325
filed in the last 10 years

A portfolio built over time

AECI filed its first South African trademark in 1920 and has filed 1,357 since; its busiest year was 1981, with 141 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

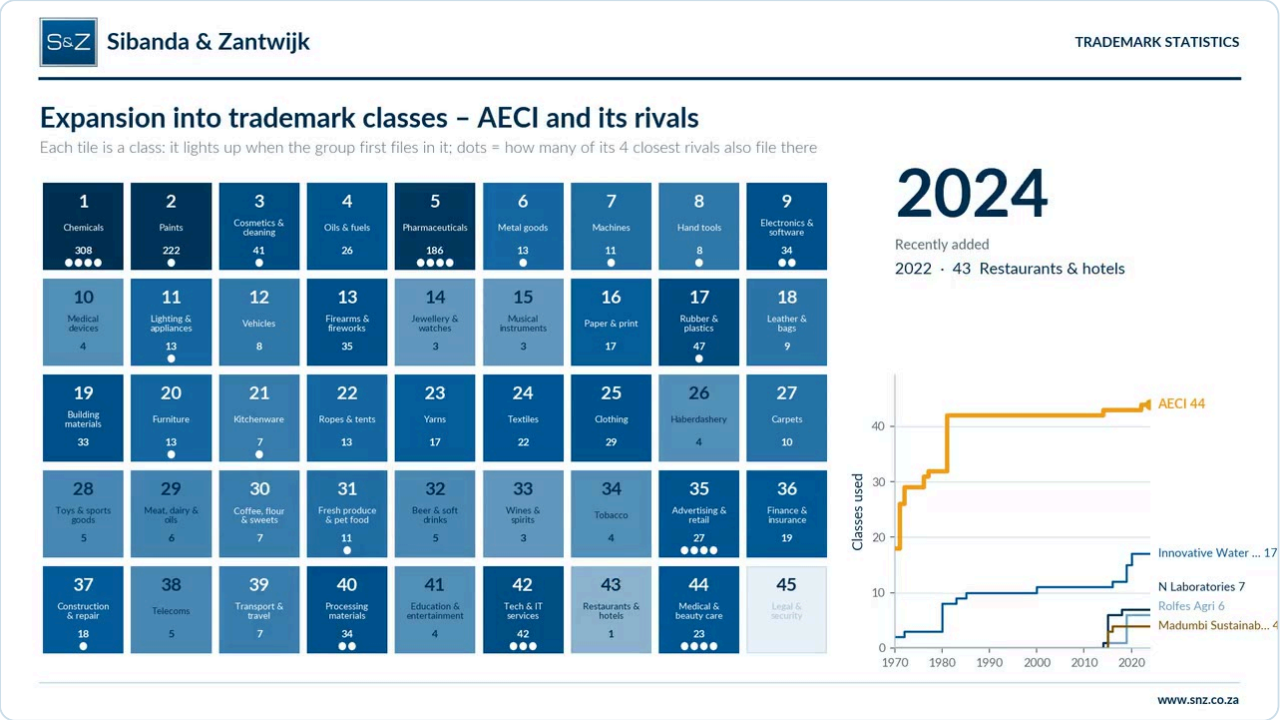
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
AECI	1,451	1920–2024

Where AECI expanded its business

Trademark classes show what a business sells. AECI's portfolio is concentrated in chemicals (class 1), paints (class 2), pharmaceuticals (class 5). Its most recent moves were into restaurants & hotels (2022), medical & beauty care (2014), musical instruments (1981).

AECI trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/aeci-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
1	Chemicals	308	22.7%	1920
2	Paints	222	16.4%	1922
5	Pharmaceuticals	186	13.7%	1920
17	Rubber & plastics	47	3.5%	1927
42	Tech & IT services	42	3.1%	1972
3	Cosmetics & cleaning	41	3.0%	1920
13	Firearms & fireworks	35	2.6%	1927
40	Processing materials	34	2.5%	1972

The brands AECI protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	AECI	115	42	1976–2014
2	NULANDIS	22	6	2011–2018
3	DUCO	21	18	1924–1992
4	NULANDIS PRECISION SCIENCES	21	7	2016–2018
5	DULUX	16	16	1963–1987
6	C AECI CONVERTERS	13	13	1986–1986
7	CAPEX	13	10	1921–1927
8	CHEMSERVE	11	11	1959–1992
9	ONE	11	11	2022–2022
10	AECI LIMITED	10	10	1980–1980
11	100 YEARS OF EXCELLENCE	7	7	2024–2024
12	GOING ABOVE & BEYOND	7	7	2014–2014
13	GOOD CHEMISTRY	7	7	2010–2014
14	TRIOMF	7	7	1968–1977
15	SANS	7	4	1970–1972

Logos filed most often (since 2020)



15 filings · 7 classes



11 filings · 11 classes



7 filings · 7 classes



5 filings · 5 classes



4 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes

AECI's logos

The 15 different logos AECI 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.



11 classes



7 classes



7 classes



5 classes



2 classes



2 classes



2 classes



2 classes



2 classes



2 classes



1 class



1 class



1 class



1 class

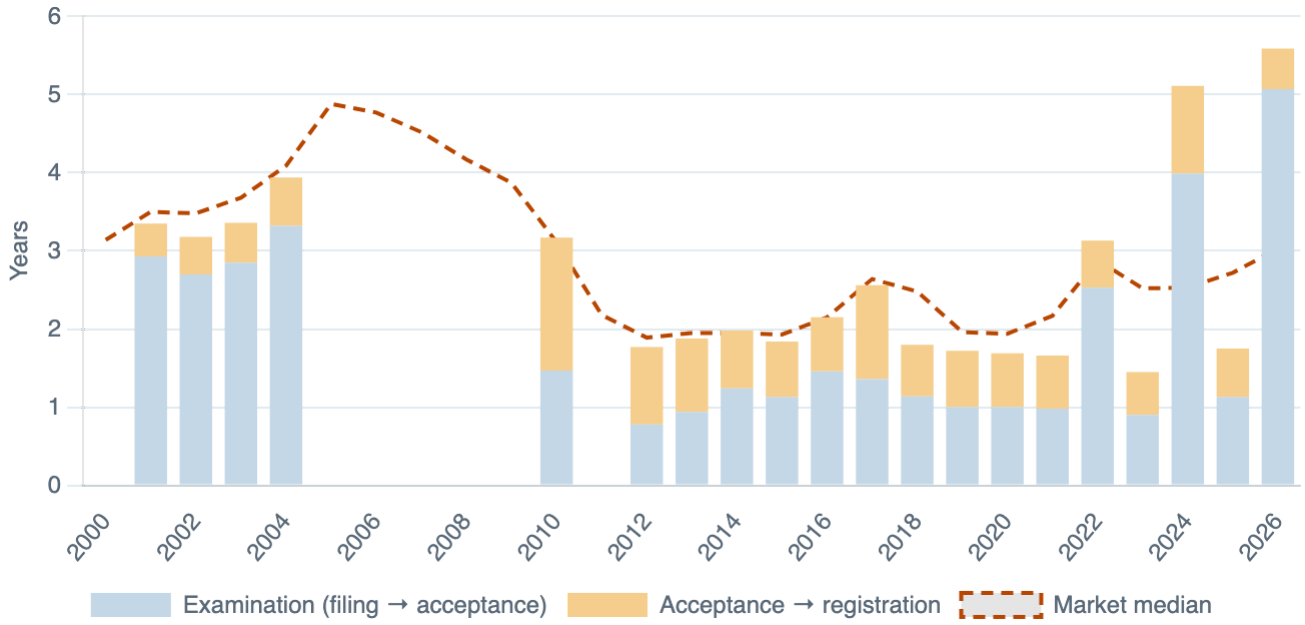


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, AECI's marks took a median of **3.1 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.2 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance. In 2026 the median jumped to 5.6 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.

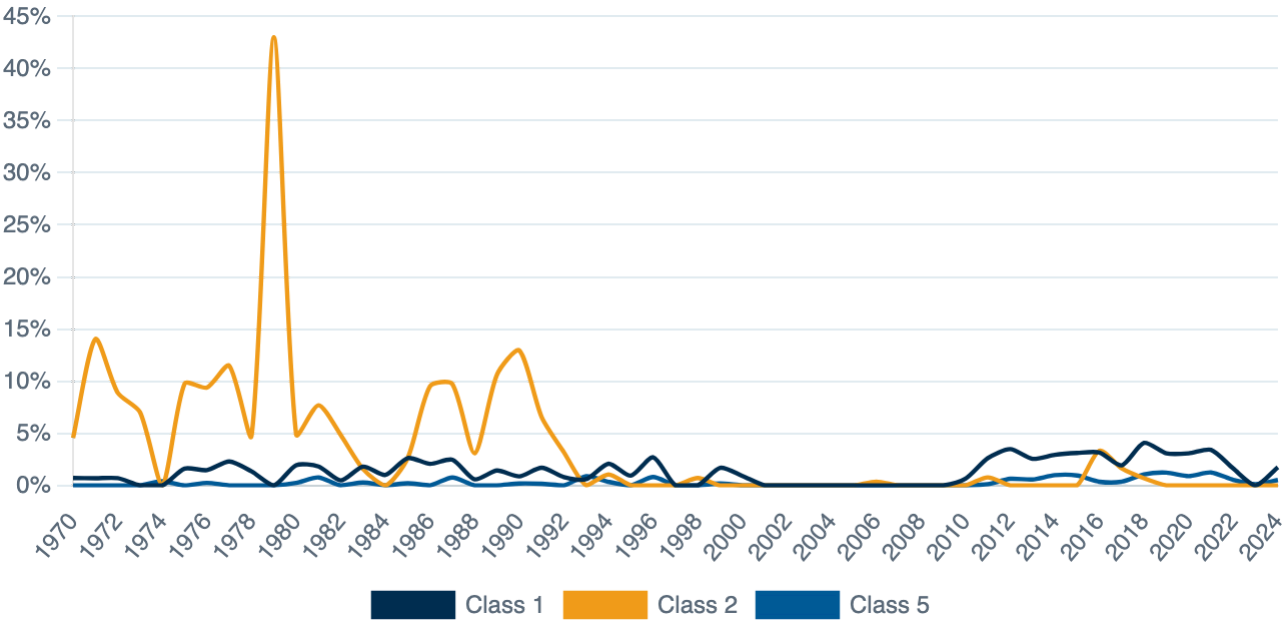


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in AECI's classes

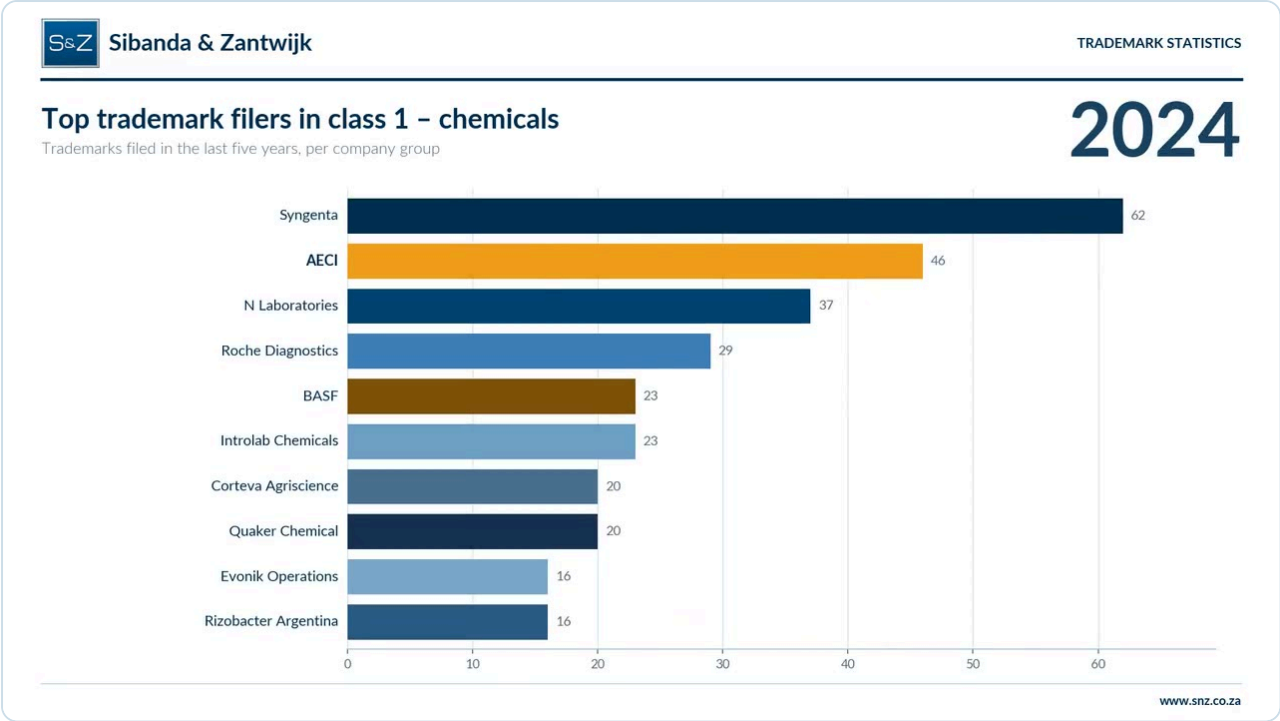
> Ranked by **number of trademarks filed in AECI's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows AECI's market position, not who is most like it.

In the last five years, AECI was #2 of 947 filers in class 1 (chemicals), with 46 of 2,054 trademarks; #14 of 2,050 filers in class 5 (pharmaceuticals), with 46 of 6,111 trademarks.



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

Top trademark filers in class 1 (chemicals), South Africa 1975–2024: AECI



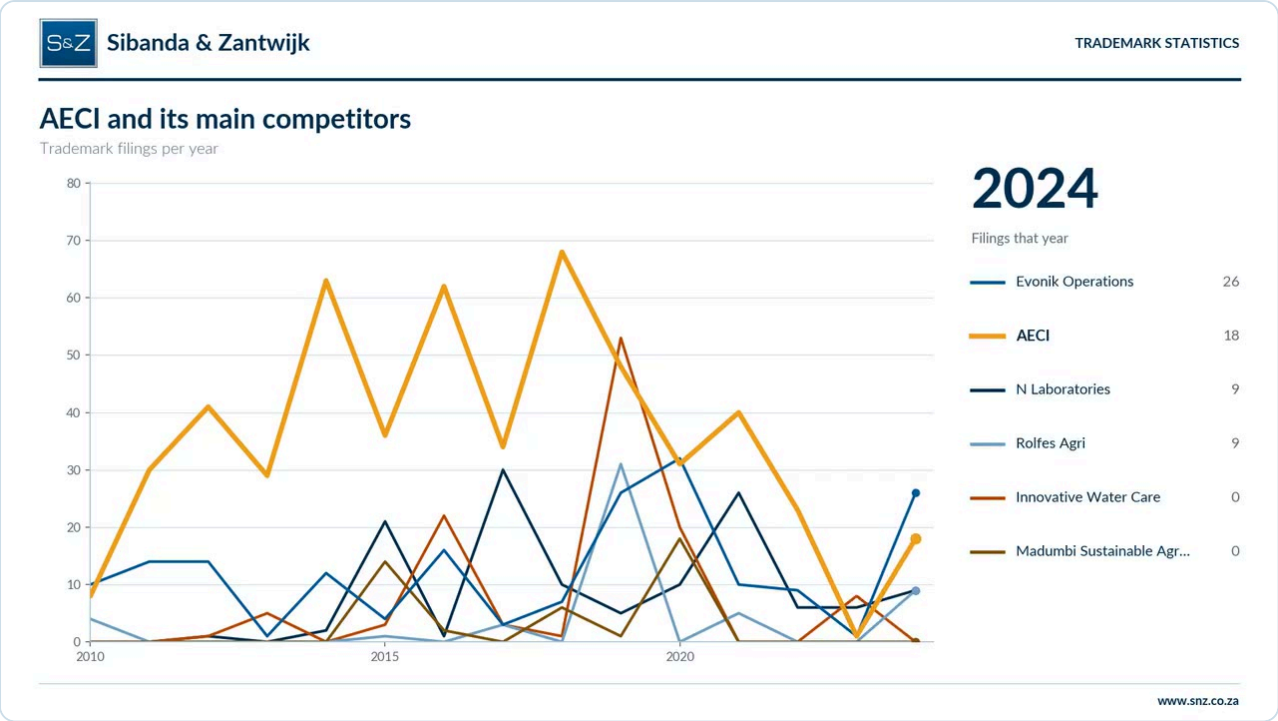
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/aeci-south-african-trademarks/class-1-race-video.html

Main competitors – the companies most like AECI

> Ranked by **how similar their whole trademark portfolio is to AECI'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.

AECI's closest competitors in South Africa are N Laboratories, Innovative Water Care, Rolfes Agri and Madumbi Sustainable Agriculture.

AECI 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/aeci-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	N Laboratories	Direct competitor	90%
2	Innovative Water Care	Direct competitor	77%
3	Rolfes Agri	Direct competitor	76%
4	Madumbi Sustainable Agriculture	Direct competitor	73%
5	Evonik	Direct competitor	70%
6	Arysta LifeScience	Direct competitor	69%
7	Dagutat Science	Direct competitor	68%
8	BASF	Direct competitor	68%
9	Sumitomo Chemical	Direct competitor	68%
10	UPL	Direct competitor	68%

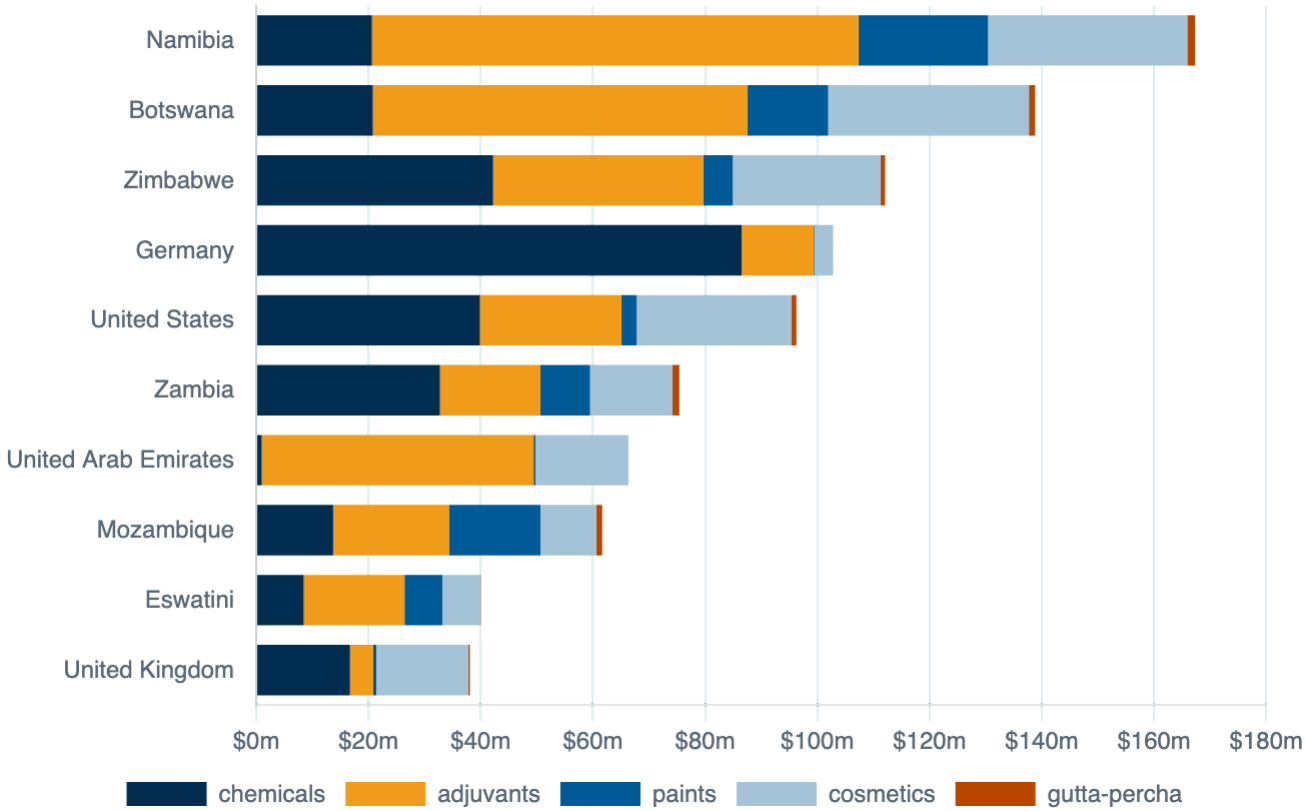
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

AECI – relevant export countries

South Africa exported **US$2.5 billion** of the goods AECI's main classes cover in the last year – chemicals; forestry; agriculture; horticulture (class 1); paints; coatings; varnishes; lacquers (class 2); adjuvants; dietary supplements; disinfectants; vitamins (class 5); gutta-percha; asbestos; tapes (class 17); cosmetics; essential oils; soaps; lotions (class 3). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where AECI's trademarks matter most.

Where South Africa exports AECI's top goods

AECI's trademarks most often cover chemicals, adjuvants, paints, cosmetics and gutta-percha. South Africa's ten largest export markets for these goods took **61%** of its exports of them in 2024.



South Africa's exports of each good to the country in 2024 (US$ million). The goods are the ones AECI's specifications mention most in its main classes; the figures are national exports, not the company's own sales.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	80	US$283 m	+0%	National	US$2,388
2	United States of America	73	US$122 m	+3%	National	US$3,425
3	China	71	US$65 m	+1%	National	US$1,224
4	United Kingdom	59	US$53 m	-4%	National	US$1,371
5	Australia	58	US$56 m	-10%	National	US$2,380
6	Canada	57	US$13 m	-5%	National	US$2,192
7	Japan	57	US$16 m	-11%	National	US$1,774
8	Türkiye	57	US$20 m	+3%	National	US$1,258
9	Mexico	56	US$9.9 m	+6%	National	US$3,050
10	Namibia	55	US$266 m	+15%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	55	US$266 m	+15%	ARIPO	US$450 S&Z
2	Zimbabwe	53	US$212 m	+4%	ARIPO	US$450 S&Z
3	OAPI (17 states)	50	US$28 m	-0%	National	US$1,563 S&Z
4	Nigeria	50	US$39 m	-19%	National	US$1,015 S&Z
5	Botswana	49	US$227 m	-6%	ARIPO	US$450 S&Z
6	Egypt	48	US$3.6 m	+0%	National	US$2,278
7	Mozambique	47	US$120 m	-7%	ARIPO	US$450 S&Z
8	Malawi	46	US$52 m	+5%	ARIPO	US$450 S&Z
9	Morocco	46	US$1.1 m	+12%	National	US$1,408
10	Tanzania	45	US$25 m	-18%	ARIPO	US$450 S&Z

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)
AECI	42	US$8,526	US$8,396
NULANDIS	6	US$1,218	US$1,748
DUCO	18	US$3,654	US$3,964
NULANDIS PRECISION SCIENCES	7	US$1,421	US$1,932
DULUX	16	US$3,248	US$3,595

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 AECI's five most-filed brands: word marks of **other companies** (not AECI'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 AECI (classes 1, 2, 5, 17, 42; searched 2025-01-29 to 2026-11-07)

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

Similar to NULANDIS (classes 1, 5, 25, 35, 40, 44; searched 2025-01-29 to 2026-11-07)

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

Similar to DUCO (classes 1, 2, 17; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to NULANDIS PRECISION SCIENCES (classes 1, 5, 25, 35, 40, 42, 44; searched 2018-01-31 to 2026-11-07)

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

Similar to DULUX (classes 1, 2, 5, 42; searched 2018-04-25 to 2026-11-07)

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

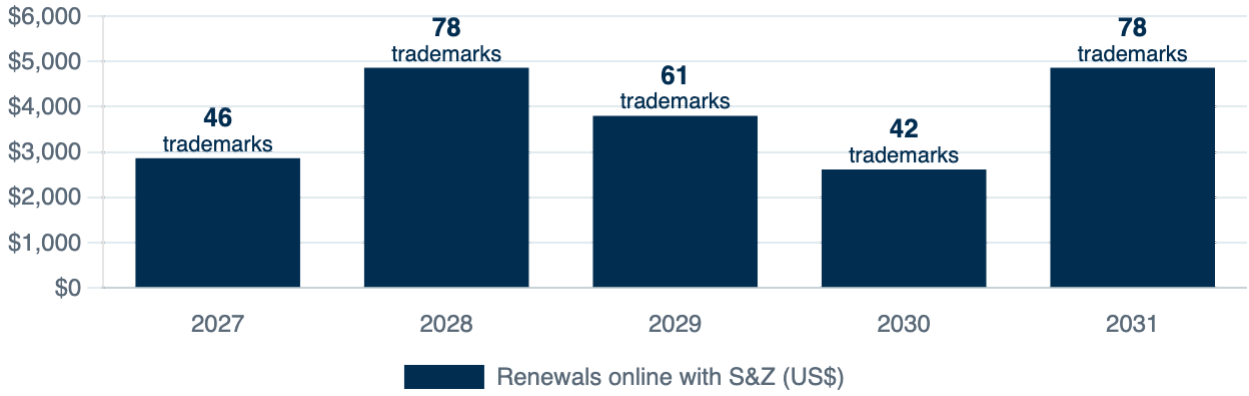
S&Z prices – South African trademarks

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$.

AECI's next five years of renewals

305 of AECI's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$18,999 over the five years.



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