Afrisam – South African trademarks

Updated 8 November 2026

AfriSam is a South African construction materials company. It produces cement, aggregates and ready-mix concrete for the building and infrastructure markets in Southern Africa.

How Afrisam 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.

#111
largest trademark owner in South Africa (of 121,626)

513
trademarks filed

1
different logos published since 2020

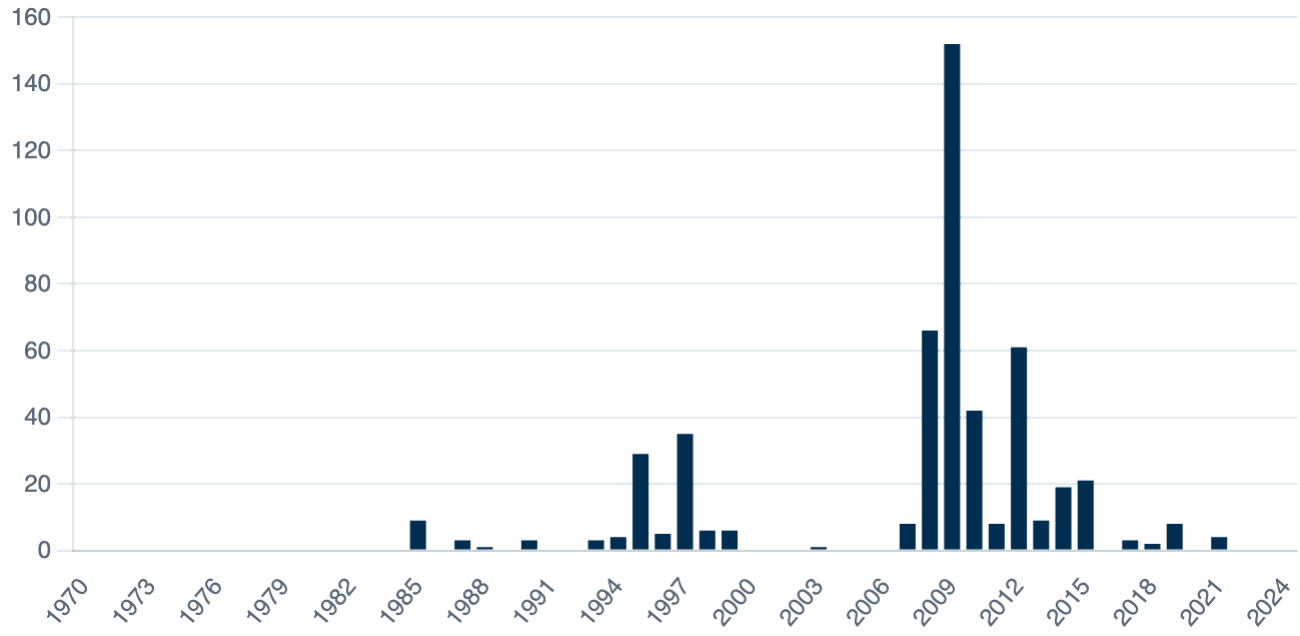
11
of 45 classes used

1937
first trademark filed

17
filed in the last 10 years

A portfolio built over time

Afrisam filed its first South African trademark in 1937 and has filed 513 since; its busiest year was 2009, with 152 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

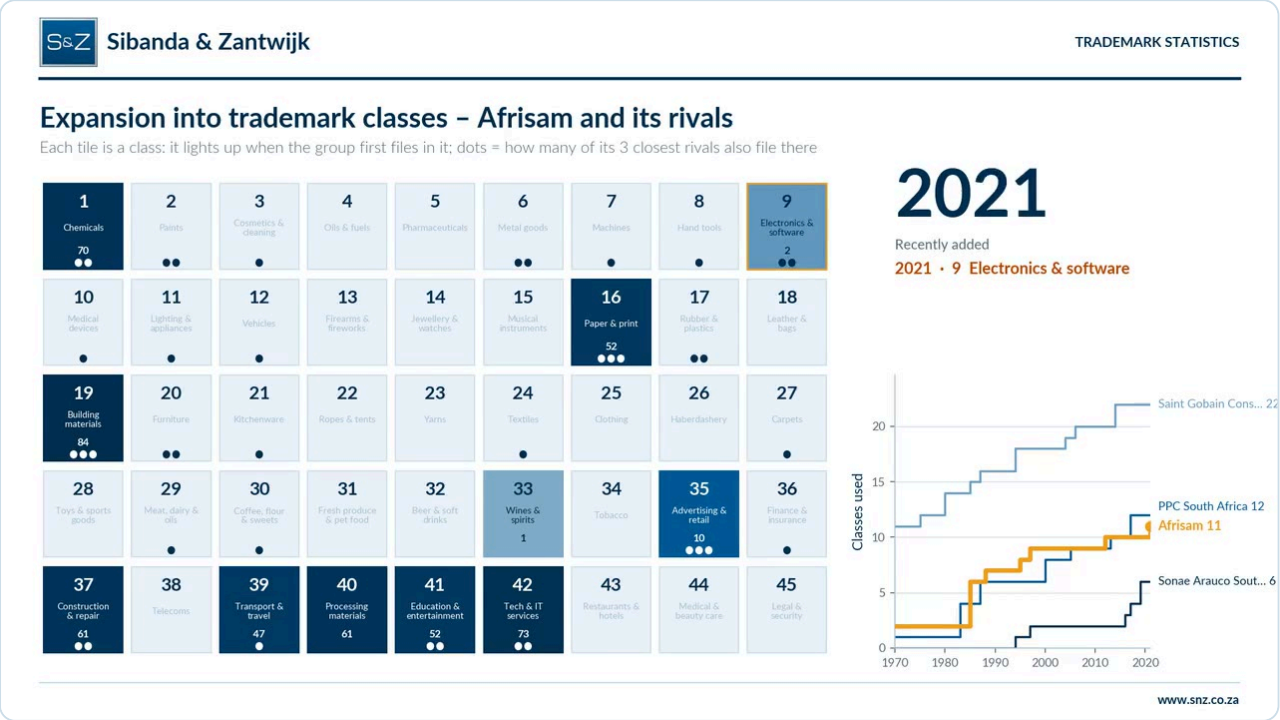
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Afrisam	568	1937–2021
Afrisam Properties	2	2018–2018

Where Afrisam expanded its business

Trademark classes show what a business sells. Afrisam's portfolio is concentrated in building materials (class 19), tech & it services (class 42), chemicals (class 1). Its most recent moves were into electronics & software (2021), advertising & retail (2012), education & entertainment (1997).

Afrisam trademarks: expansion into trademark classes, 1970–2021



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/afrisam-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
19 Building materials	84	16.4%	1937
42 Tech & IT services	73	14.2%	1985
1 Chemicals	70	13.6%	1962
37 Construction & repair	61	11.9%	1985
40 Processing materials	61	11.9%	1995
16 Paper & print	52	10.1%	1985
41 Education & entertainment	52	10.1%	1997
39 Transport & travel	47	9.2%	1988

The brands Afrisam protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	AFRISAM BUILD WITH CONFIDENCE	32	8	2009–2009
2	AFRISAM	28	8	2008–2019
3	A AFRISAM BUILDING OUR FUTURE TOGETHER	18	9	2012–2012
4	AFRISAM BUILDING OUR FUTURE TOGETHER	18	9	2012–2012
5	ALPHA	18	7	1995–1998
6	A1 CHOICE (THE)	16	8	2009–2009
7	AFRISAM DRY MORTAR	9	9	2014–2015
8	BUILDING OUR FUTURE TOGETHER	9	9	2012–2012
9	C-TECH	9	9	2014–2014
10	STARCEMENT	9	9	2013–2013
11	A AFRISAM	8	8	2008–2008
12	A1	8	8	1996–1997
13	AFRISAM ADVANCED COMPOSITE CEMENT	8	8	2012–2012
14	AFRISAM AGGREGATE	8	8	2009–2009
15	AFRISAM CEMENT	8	8	2009–2009

Logos filed most often (since 2020)



8 filings · 4 classes

Afrisam's logos

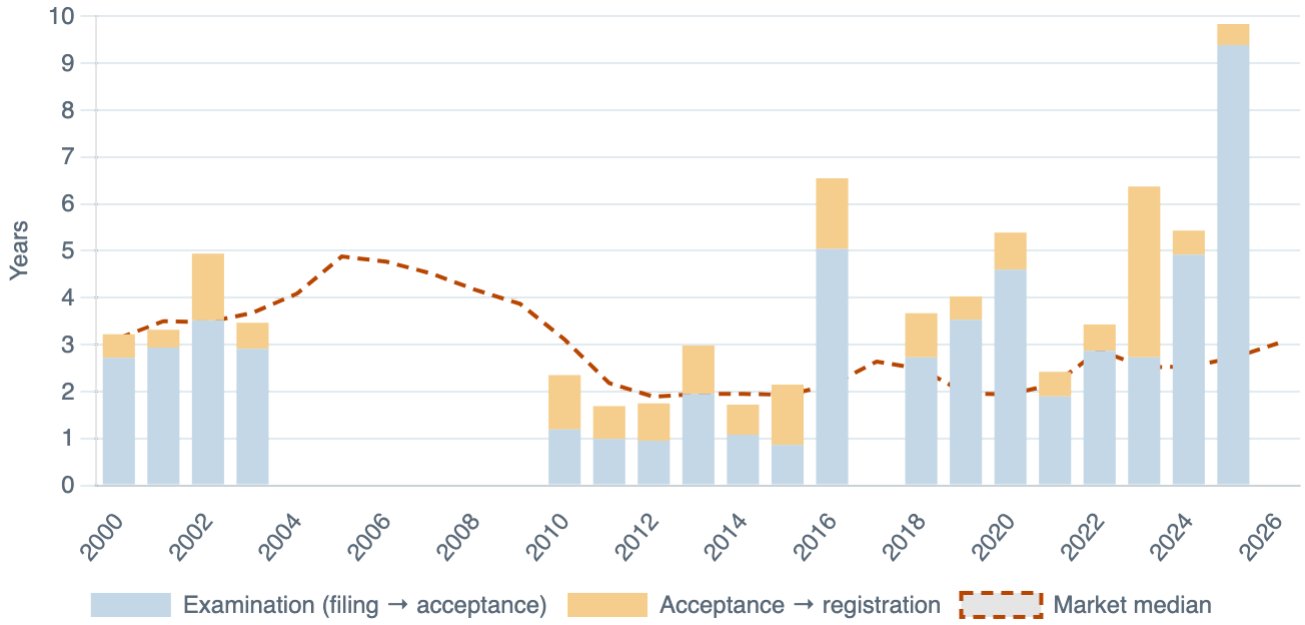
The 1 different logos Afrisam has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

4 classes

Full logo list on the online version of this page.

How quickly its trademarks are registered

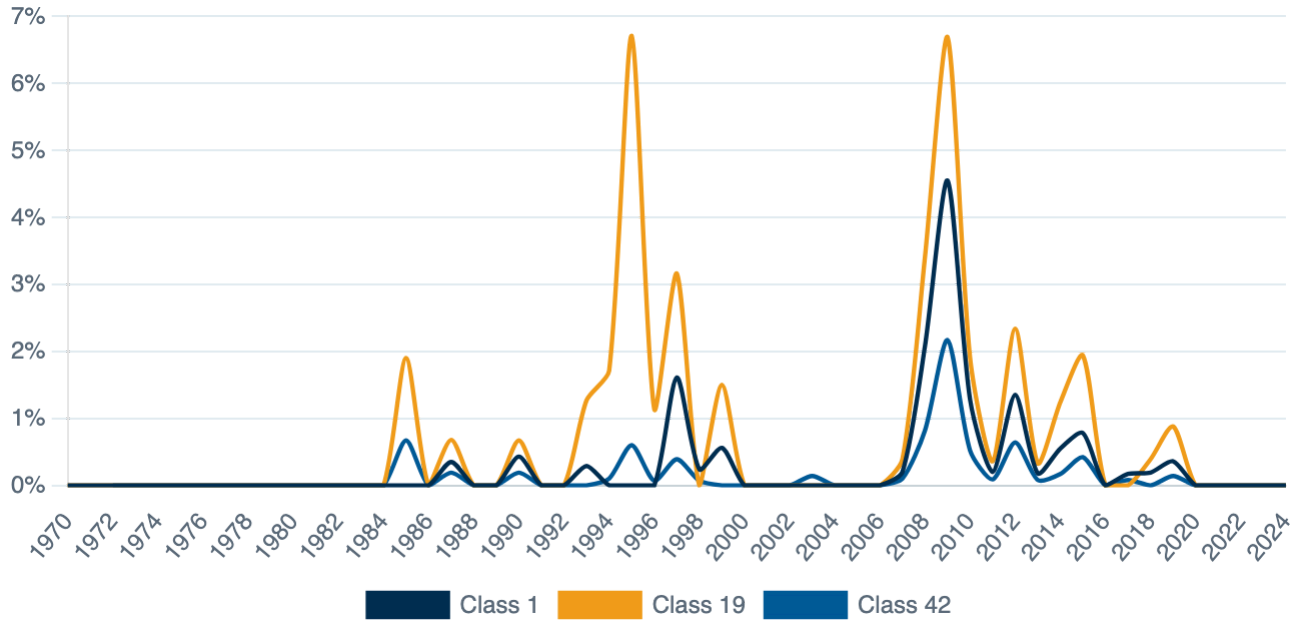
Over the last five years, Afrisam's marks took a median of **6.8 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.9 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.



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.

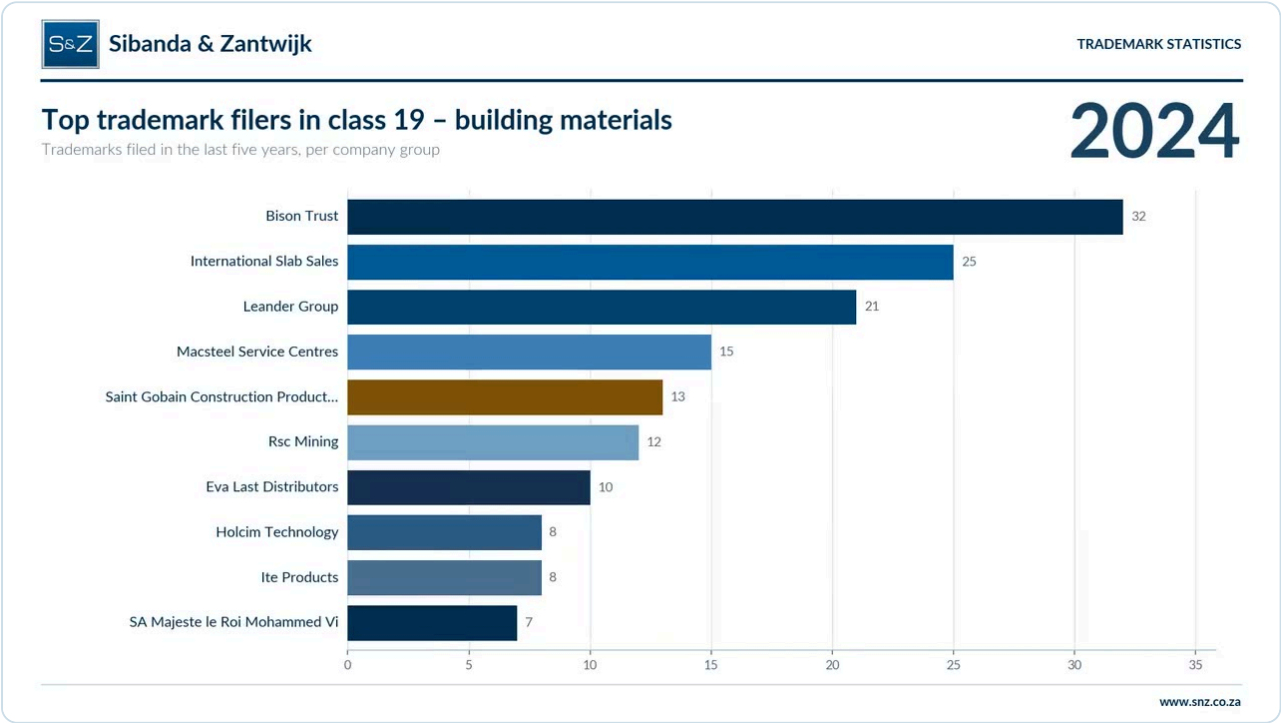
Who files the most in Afrisam's classes

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



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

Top trademark filers in class 19 (building materials), South Africa 1975–2024: Afrisam



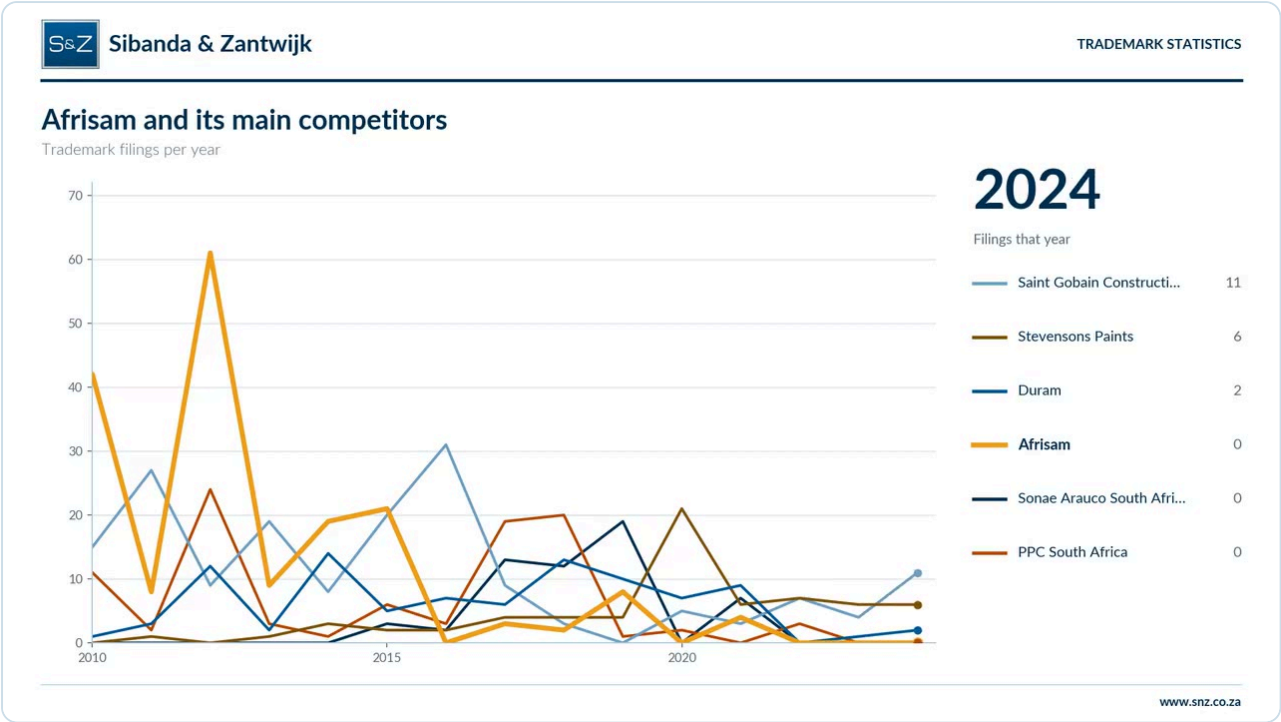
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/afrisam-south-african-trademarks/class-19-race-video.html

Main competitors – the companies most like Afrisam

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

Afrisam's closest competitors in South Africa are Sonae Arauco South Africa, PPC South Africa and Saint Gobain Construction Products Sout....

Afrisam 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/afrisam-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Sonae Arauco South Africa	Direct competitor	76%
2	PPC South Africa	Direct competitor	62%
3	Saint Gobain Construction Products Sout...	Direct competitor	56%
4	Stevensons Paints	Related field	88%
5	Duram	Related field	65%
6	Rsc Mining	Related field	58%
7	Equinor	Other field	70%
8	Anglo American Services UK	Other field	67%
9	Thyssenkrupp	Other field	63%
10	Henkel	Other field	60%

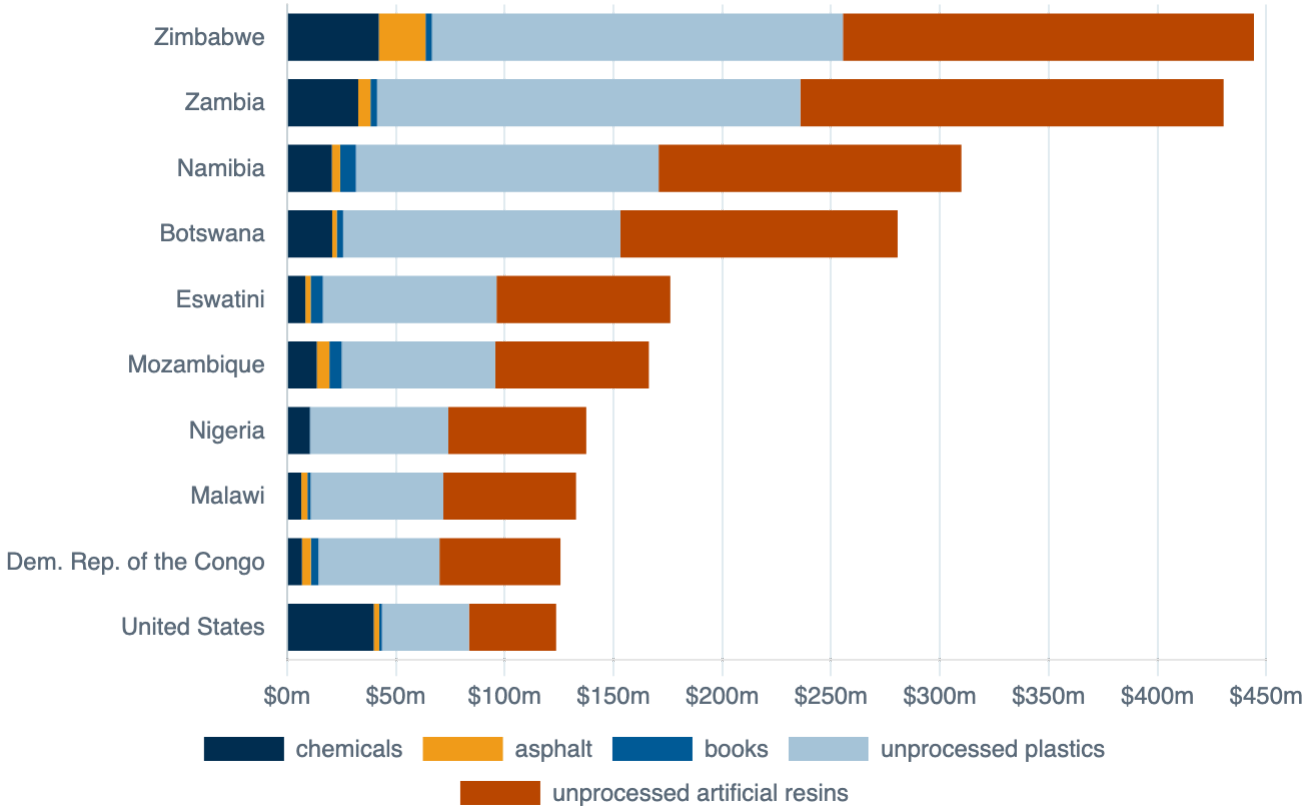
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Afrisam – relevant export countries

South Africa exported **US$2.6 billion** of the goods Afrisam's main classes cover in the last year – asphalt; bitumen; pitch; buildings (class 19); chemicals; unprocessed plastics; unprocessed artificial resins; forestry (class 1); books; posters; stickers (class 16). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Afrisam's trademarks matter most.

Where South Africa exports Afrisam's top goods

Afrisam's trademarks most often cover chemicals, asphalt, books, unprocessed plastics and unprocessed artificial resins. South Africa's ten largest export markets for these goods took **66%** 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 Afrisam'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, 3 CLASSES
1	European Union	80	US$298 m	-7%	National	US$1,859
2	Zimbabwe	67	US$301 m	+11%	ARIPO	US$343
3	United Kingdom	67	US$51 m	-8%	National	US$1,012
4	India	66	US$17 m	-3%	National	US$807
5	Namibia	63	US$220 m	+8%	ARIPO	US$343
6	Türkiye	62	US$24 m	-8%	National	US$980
7	Nigeria	62	US$79 m	-13%	National	US$609
8	Malawi	61	US$92 m	+29%	ARIPO	US$343
9	Zambia	60	US$316 m	-1%	National	US$1,610
10	Canada	59	US$5.7 m	-8%	National	US$1,623

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 3 CLASSES
1	Zimbabwe	67	US$301 m	+11%	ARIPO	US$343 S&Z
2	Namibia	63	US$220 m	+8%	ARIPO	US$343 S&Z
3	Nigeria	62	US$79 m	-13%	National	US$609 S&Z
4	Malawi	61	US$92 m	+29%	ARIPO	US$343 S&Z
5	Zambia	60	US$316 m	-1%	National	US$1,610
6	Mozambique	59	US$130 m	+5%	ARIPO	US$343 S&Z
7	Botswana	59	US$192 m	-12%	ARIPO	US$343 S&Z
8	Tanzania	57	US$32 m	-0%	ARIPO	US$343 S&Z
9	OAPI (17 states)	57	US$47 m	+2%	National	US$1,194 S&Z
10	Lesotho	56	US$66 m	+12%	National	US$314

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 3 classes; ARIPO costs are per country, plus US$280 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)
AFRISAM BUILD WITH CONFIDENCE	8	US$1,624	US$2,117
AFRISAM	8	US$1,624	US$2,117
A AFRISAM BUILDING OUR FUTURE TOGETHER	9	US$1,827	US$2,302
AFRISAM BUILDING OUR FUTURE TOGETHER	9	US$1,827	US$2,302
ALPHA	7	US$1,421	US$1,932

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 Afrisam's five most-filed brands: word marks of **other companies** (not Afrisam'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 AFRISAM BUILD WITH CONFIDENCE (classes 1, 16, 19, 37, 39, 40, 41, 42; searched 2018-02-28 to 2026-11-07)

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

Similar to AFRISAM (classes 1, 16, 19, 37, 39, 40, 41, 42; searched 2018-10-31 to 2026-11-07)

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

Similar to A AFRISAM BUILDING OUR FUTURE TOGETHER (classes 1, 19, 37, 40, 42; searched 2018-02-28 to 2026-11-07)

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

Similar to AFRISAM BUILDING OUR FUTURE TOGETHER (classes 1, 19, 37, 40, 42; searched 2018-02-28 to 2026-11-07)

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

Similar to ALPHA (classes 1, 16, 19, 37, 40, 41, 42; searched 2018-08-29 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

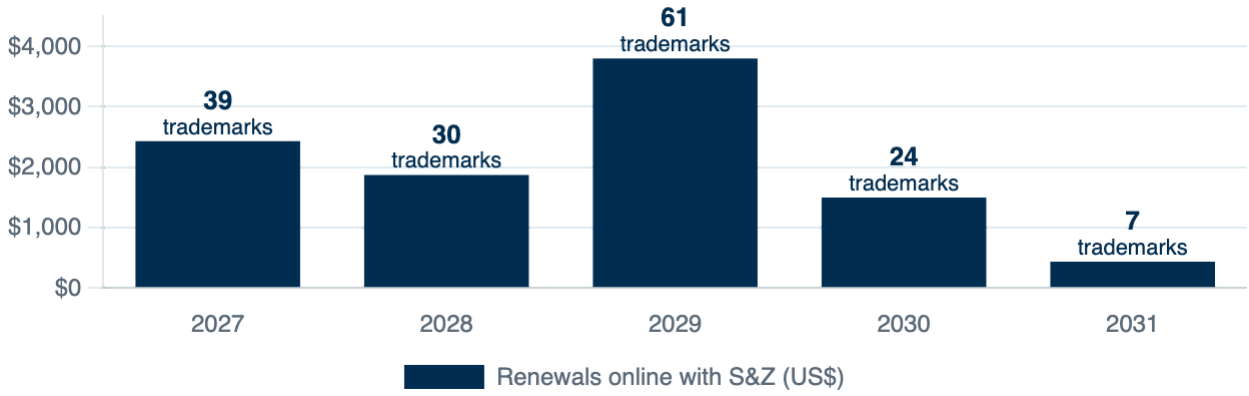
S&Z prices – South African trademarks

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$.

Afrisam's next five years of renewals

161 of Afrisam's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$10,029** over the five years.



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