Afrox – South African trademarks

Updated 8 November 2026

Afrox (African Oxygen) is a South African industrial gases company in the Linde group. It supplies gases, welding products and LPG.

How Afrox 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.

#84
largest trademark owner in South Africa (of 121,626)

673
trademarks filed

1
different logos published since 2020

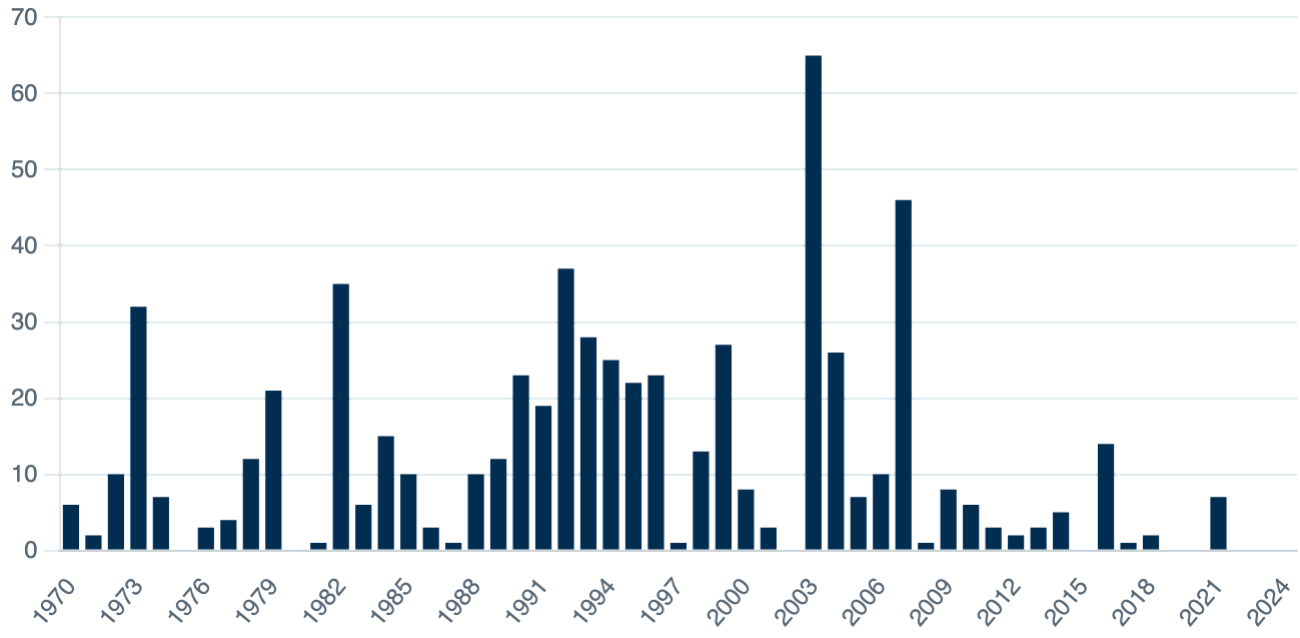
25
of 45 classes used

1935
first trademark filed

24
filed in the last 10 years

A portfolio built over time

Afrox filed its first South African trademark in 1935 and has filed 673 since; its busiest year was 2003, with 65 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

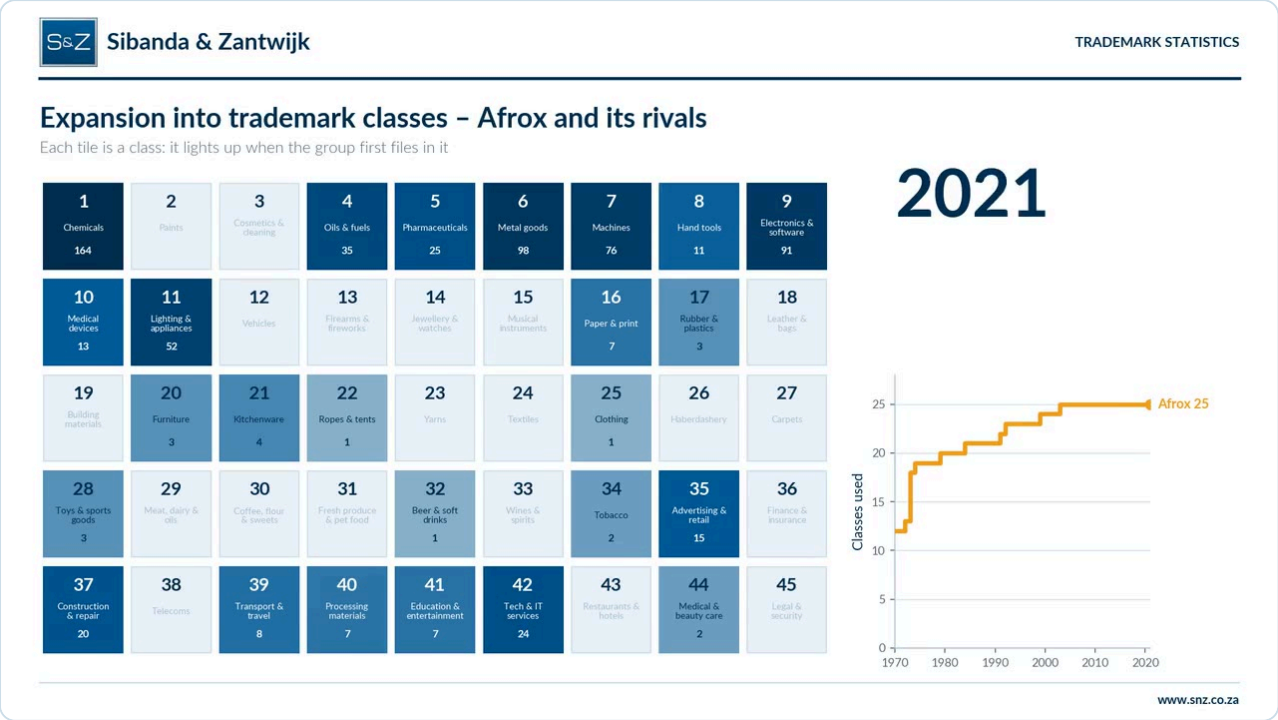
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Afrox	704	1935–2021

Where Afrox expanded its business

Trademark classes show what a business sells. Afrox's portfolio is concentrated in chemicals (class 1), metal goods (class 6), electronics & software (class 9). Its most recent moves were into medical & beauty care (2003), clothing (1999), ropes & tents (1992).

Afrox trademarks: expansion into trademark classes, 1970–2021



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/afrox-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	164	24.4%	1935
6 Metal goods	98	14.6%	1935
9 Electronics & software	91	13.5%	1941
7 Machines	76	11.3%	1951
11 Lighting & appliances	52	7.7%	1958
4 Oils & fuels	35	5.2%	1964
5 Pharmaceuticals	25	3.7%	1964
42 Tech & IT services	24	3.6%	1974

The brands Afrox protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	AFROX	34	18	1951–2016
2	AFRICAN OXYGEN	12	12	2016–2016
3	AFROX FOOD SHIELD	8	7	1970–1984
4	TRANSARC	8	6	1972–1990
5	HANDIGAS	8	5	1954–1985
6	EASIWELD	7	7	1976–1981
7	HANDIPACK	7	6	1978–2014
8	SAFETY GAS	7	5	2004–2004
9	MEDIPAK	6	6	1995–2004
10	MEDISPEED	6	5	1993–2003
11	A FRIEND IN YOUR HOME	5	5	2007–2007
12	AWC AFRICAN WELDING COMPANY	5	5	2021–2021
13	ECONOPAK	5	5	1994–1994
14	LIFE'S A GAS	5	5	2007–2007
15	PORTAPAK	5	5	1982–1982

Logos filed most often (since 2020)

AWC
AFRICAN WELDING COMPANY

5 filings · 5 classes

Afrox's logos

The 1 different logos Afrox 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.

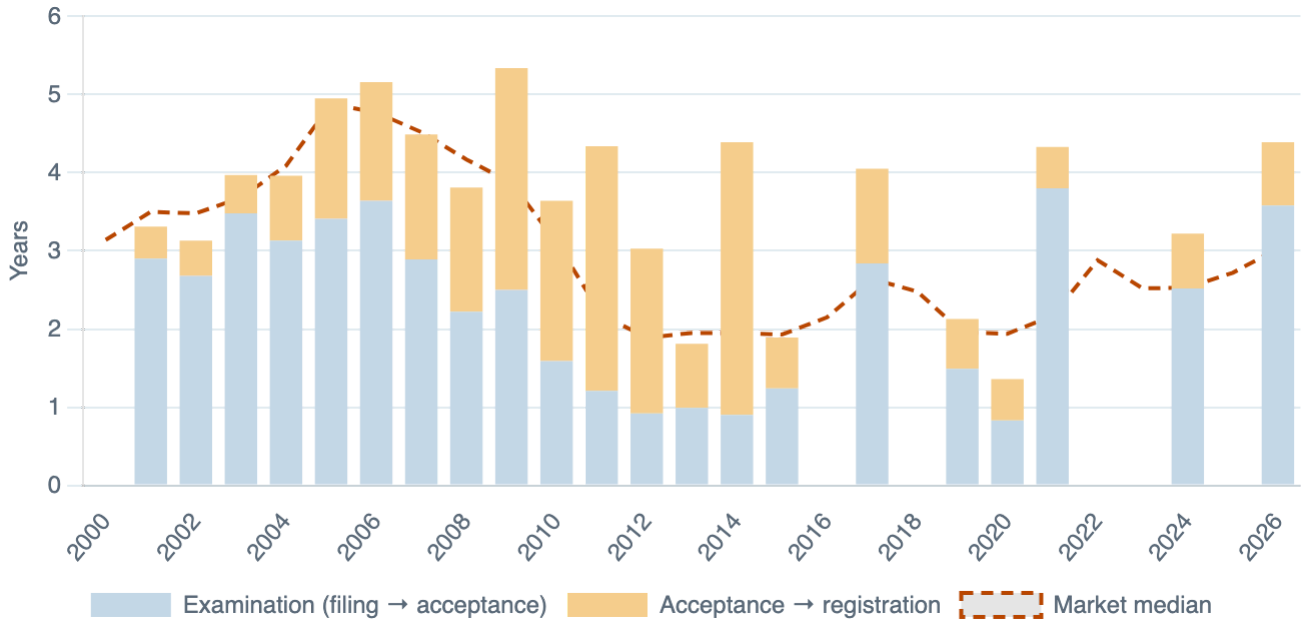
AFRICAN WELDING COMPANY

5 classes

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Afrox's marks took a median of **4.3 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 3.8 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

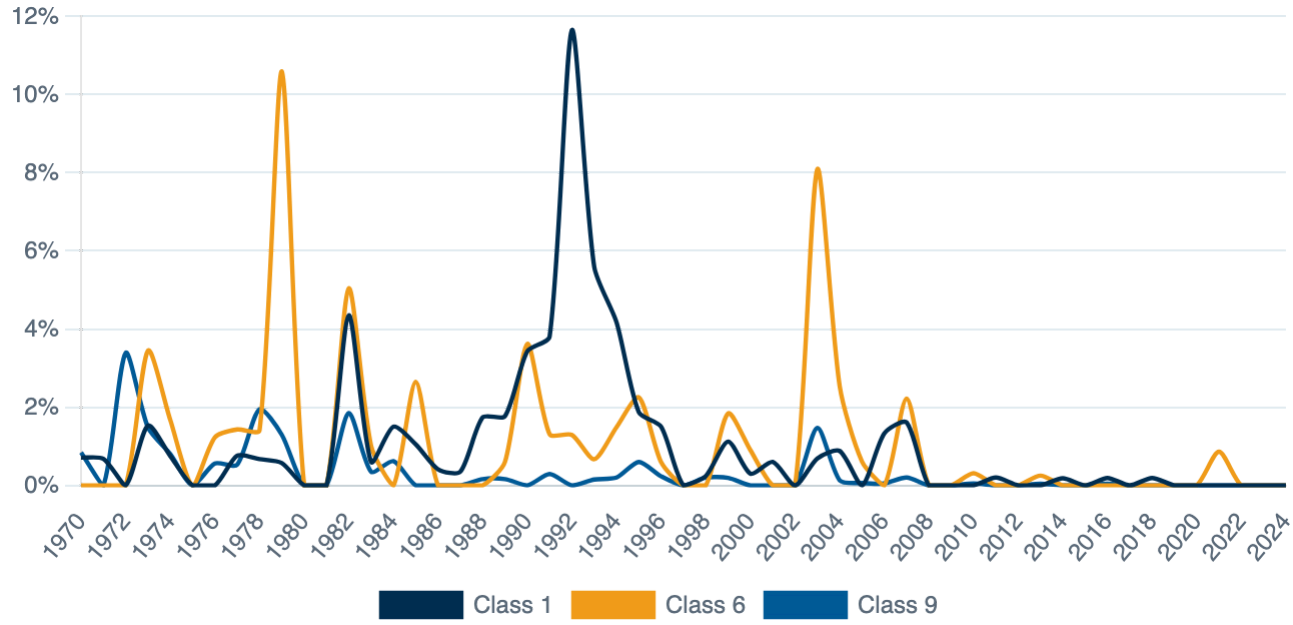


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Afrox's classes

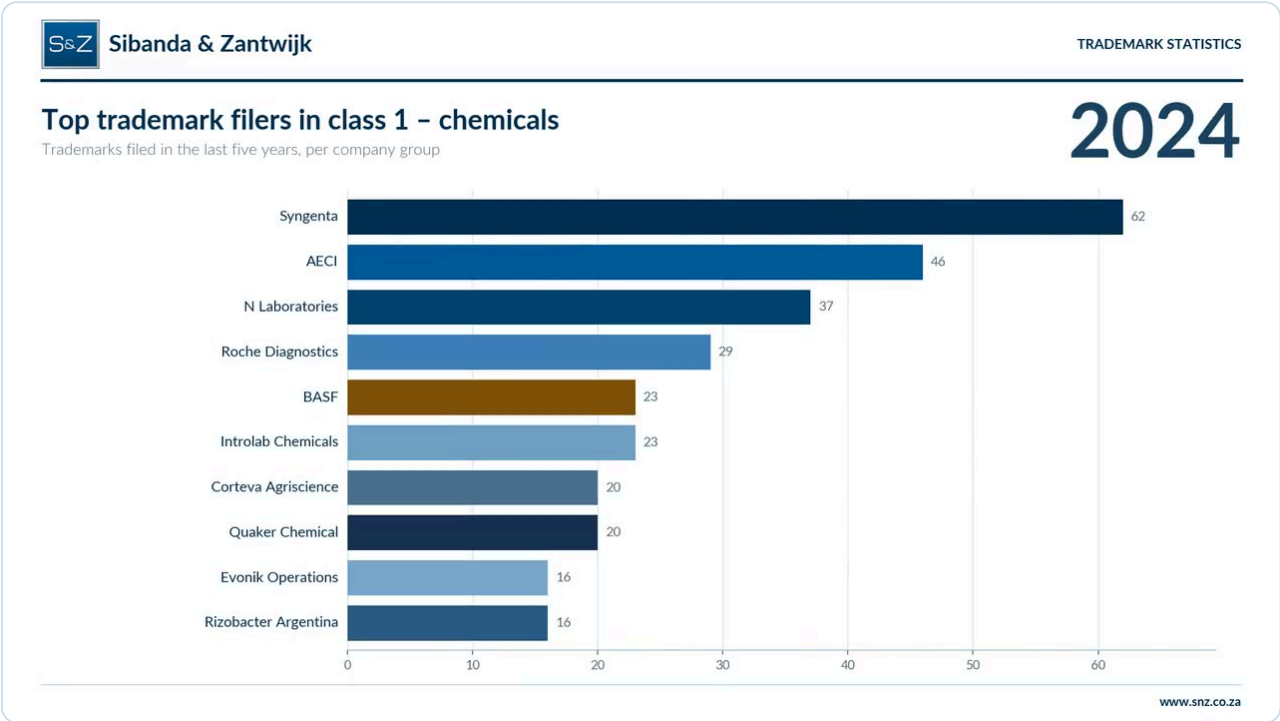
> Ranked by **number of trademarks filed in Afrox's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Afrox's market position, not who is most like it.

In the last five years, Afrox was **#205** of 624 filers in class 6 (metal goods), with 2 of 1,047 trademarks.



Afrox'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: Afrox

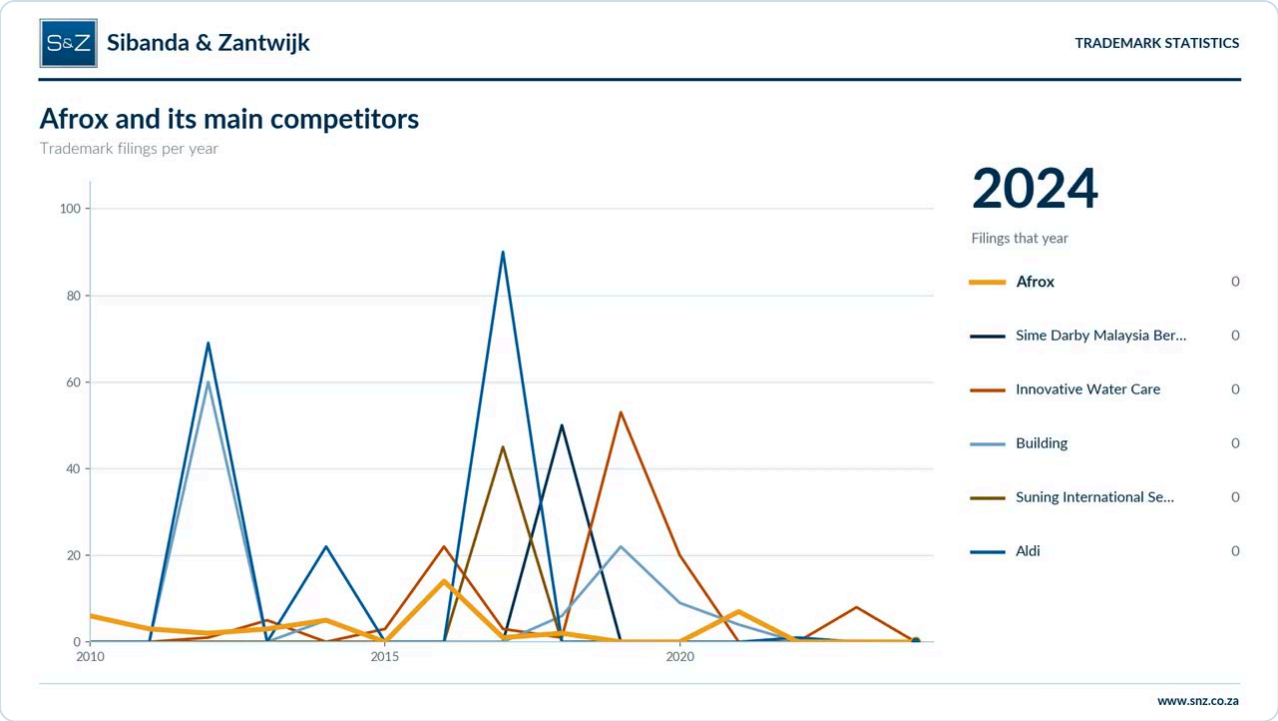


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/afrox-south-african-trademarks/class-1-race-video.html

Main competitors – the companies most like Afrox

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

Afrox 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/afrox-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Sime Darby Malaysia Berhad	Related field	64%
2	Innovative Water Care	Related field	63%
3	Building	Retailer's own brands	79%
4	Suning International Services	Retailer's own brands	64%
5	Aldi	Retailer's own brands	64%
6	Toyota	Other field	94%
7	Michelin	Other field	67%
8	Volvo	Other field	66%
9	Aisin Seiki Kabushiki Kaisha Also	Other field	65%
10	Chevron	Other field	65%

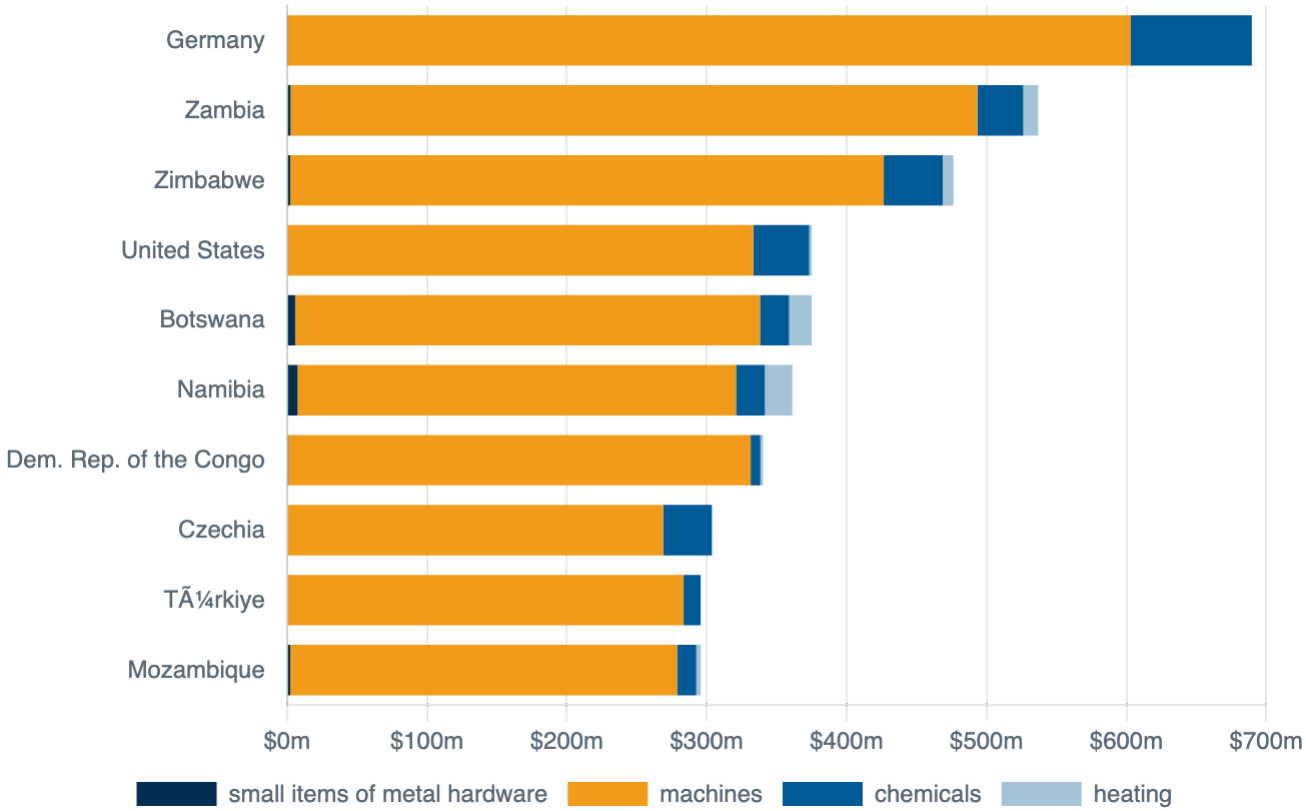
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Afrox – relevant export countries

South Africa exported **US$19.4 billion** of the goods Afrox's main classes cover in the last year – chemicals; adhesives; unprocessed plastics; chemical substances (class 1); small items of metal hardware; common metals and their alloys; fasteners; buildings (class 6); computer software; computers; apparatus and instruments; measuring (class 9); machines; machine tools; motors and engines; agricultural implements (class 7); heating; installations; parts; fittings (class 11). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Afrox's trademarks matter most.

Where South Africa exports Afrox's top goods

Afrox's trademarks most often cover small items of metal hardware, machines, chemicals and heating. South Africa's ten largest export markets for these goods took **67%** 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 Afrox'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$3.3 billion	-4%	National	US$2,388
2	United States of America	73	US$1.5 billion	-0%	National	US$3,425
3	India	61	US$210 m	+2%	National	US$1,295
4	United Kingdom	60	US$288 m	-2%	National	US$1,371
5	China	59	US$1.5 billion	-3%	National	US$1,224
6	Türkiye	59	US$367 m	-2%	National	US$1,258
7	Canada	57	US$108 m	-3%	National	US$2,192
8	Indonesia	57	US$812 m	-1%	National	US$2,630
9	Australia	55	US$214 m	-3%	National	US$2,380
10	Russian Federation	55	US$22 m	+1%	National	US$1,915

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Mozambique	50	US$1.8 billion	+3%	ARIPO	US$450 S&Z
2	OAPI (17 states)	49	US$354 m	+3%	National	US$1,563 S&Z
3	Morocco	49	US$17 m	+18%	National	US$1,408
4	Nigeria	49	US$120 m	-10%	National	US$1,015 S&Z
5	Zimbabwe	48	US$1.0 billion	+11%	ARIPO	US$450 S&Z
6	Egypt	48	US$28 m	-3%	National	US$2,278
7	Tanzania	46	US$223 m	+2%	ARIPO	US$450 S&Z
8	Algeria	46	US$1.6 m	+20%	National	US$1,445
9	Namibia	45	US$819 m	+13%	ARIPO	US$450 S&Z
10	Malawi	43	US$166 m	+28%	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)
AFROX	18	US$3,654	US$3,964
AFRICAN OXYGEN	12	US$2,436	US$2,856
AFROX FOOD SHIELD	7	US$1,421	US$1,932
TRANSARC	6	US$1,218	US$1,748
HANDIGAS	5	US$1,015	US$1,563

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 Afrox's five most-filed brands: word marks of **other companies** (not Afrox'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 AFROX (classes 1, 6, 7, 9, 11; searched 2018-01-31 to 2026-11-07)

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

Similar to AFRICAN OXYGEN (classes 1, 7, 9; searched 2019-05-29 to 2026-11-07)

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

Similar to AFROX FOOD SHIELD (classes 1, 7, 9, 11, 16, 20, 37; searched 2018-03-28 to 2026-11-07)

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

Similar to TRANSARC (classes 1, 6, 7, 9, 40, 42; searched 2018-01-31 to 2026-11-07)

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

Similar to HANDIGAS (classes 1, 4, 6, 7, 11; searched 2023-02-22 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

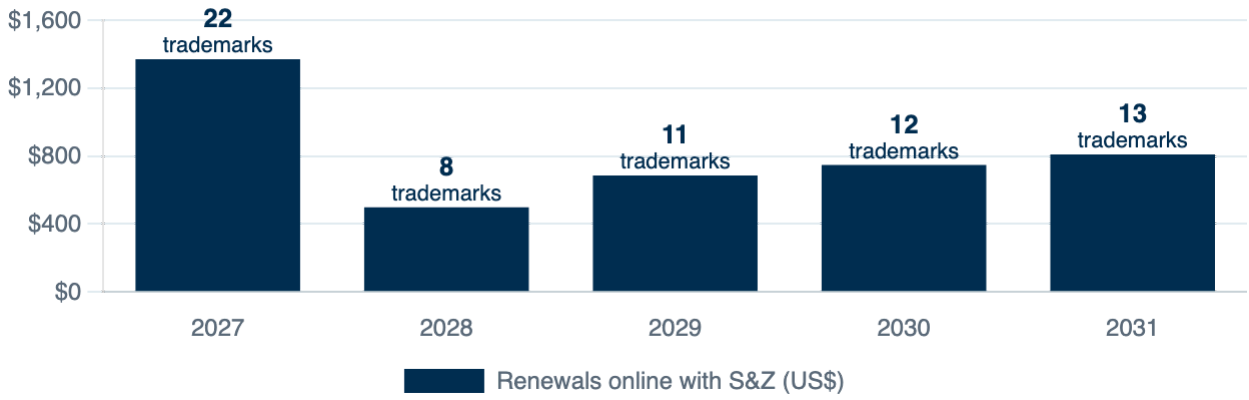
S&Z prices – South African trademarks

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$.

Afrox's next five years of renewals

66 of Afrox's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$4,110 over the five years.



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