AkzoNobel – South African trademarks

Updated 8 November 2026

AkzoNobel is a Dutch paints and coatings company. Its decorative paints and industrial coatings are sold under brands such as Dulux.

How AkzoNobel 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.

#47
largest trademark owner in South Africa (of 121,626)

938
trademarks filed

5
different logos published since 2020

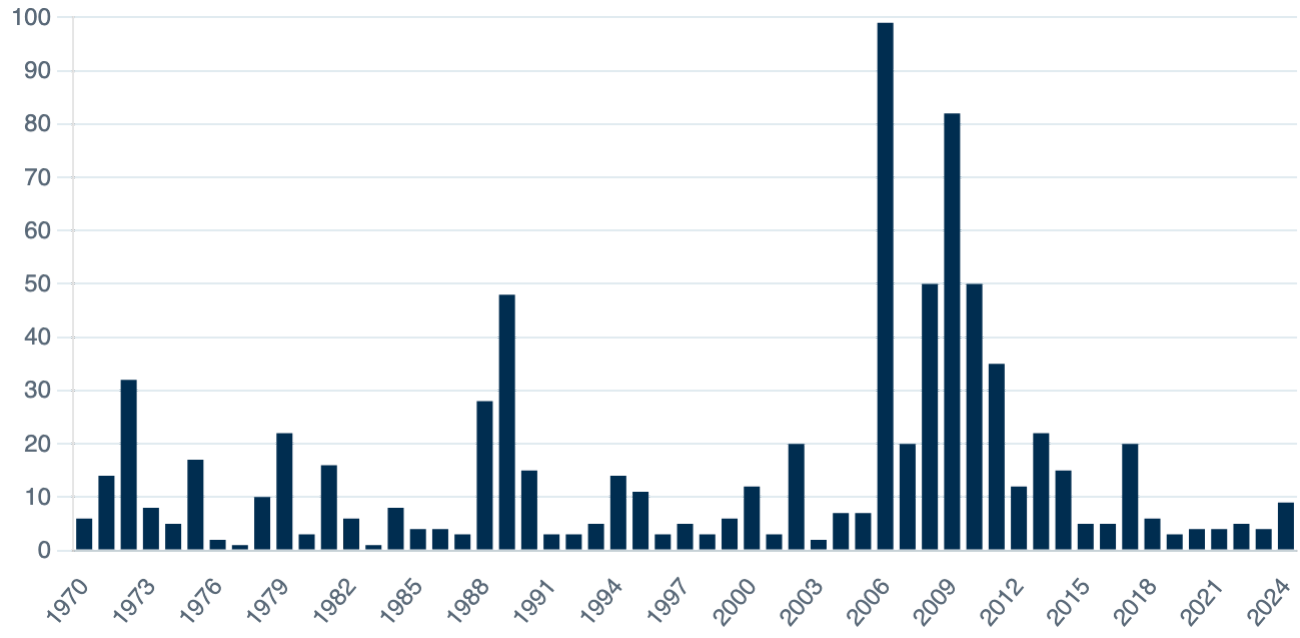
40
of 45 classes used

1922
first trademark filed

60
filed in the last 10 years

A portfolio built over time

AkzoNobel filed its first South African trademark in 1922 and has filed 938 since; its busiest year was 2006, with 99 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

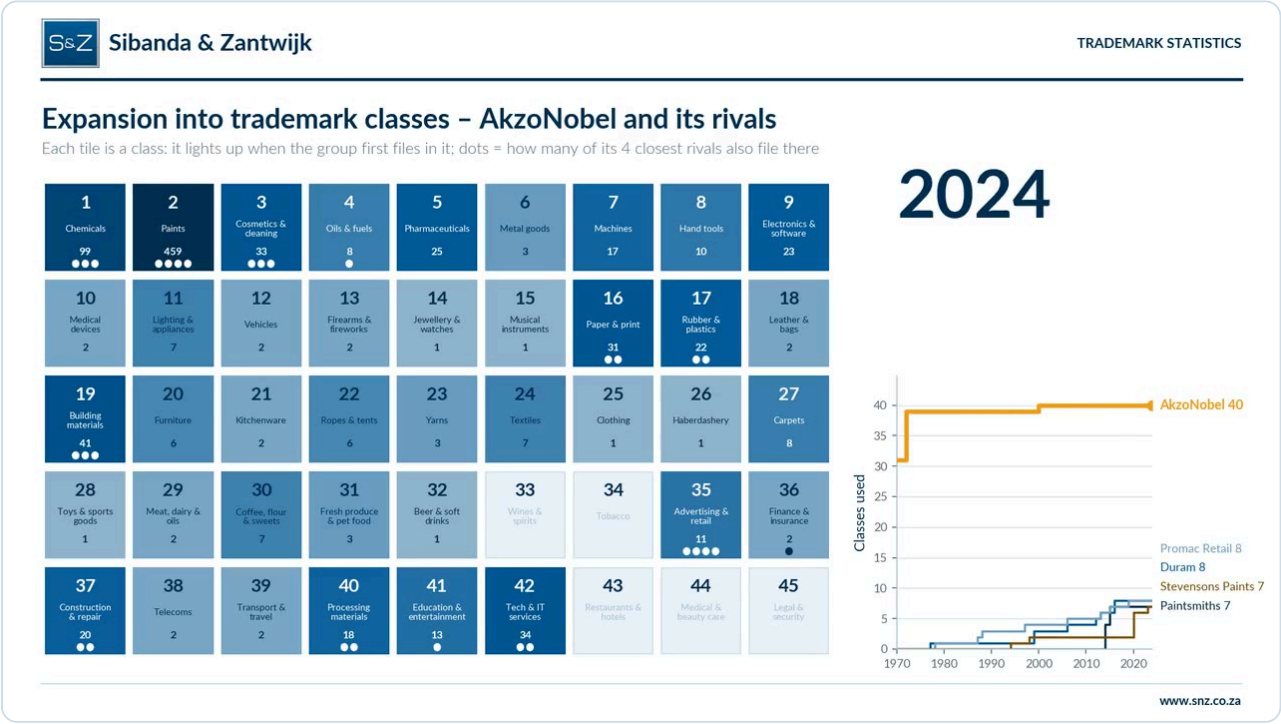
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
AkzoNobel	403	1924–2024
Imperial Chemical Industries	275	1942–2009
Akzonobel South Africa	113	1940–2008
Akzo Nobel	84	2004–2021
Akzo Nobel Chemicals	72	1949–2013
Akzo Nobel Chemicals International	26	1959–2018
Akzo Nobel South Africa	19	1931–2005
Akzo Nobel Decorative Coatings	16	1922–1974

Where AkzoNobel expanded its business

Trademark classes show what a business sells. AkzoNobel's portfolio is concentrated in paints (class 2), chemicals (class 1), building materials (class 19). Its most recent moves were into meat, dairy & oils (2000), processing materials (1972), tech & it services (1972).

AkzoNobel trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/akzonobel-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
2 Paints	459	48.9%	1922
1 Chemicals	99	10.6%	1945
19 Building materials	41	4.4%	1956
42 Tech & IT services	34	3.6%	1972
3 Cosmetics & cleaning	33	3.5%	1956
16 Paper & print	31	3.3%	1964
5 Pharmaceuticals	25	2.7%	1942
9 Electronics & software	23	2.5%	1965

The brands AkzoNobel protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	ICI	93	40	1951–2002
2	DULUX	17	11	1931–2014
3	AKZONOBEL	14	14	2010–2010
4	TOMORROW'S ANSWERS TODAY	13	13	2007–2007
5	PAINT 'N PAPER	9	8	1972–2000
6	DULUX ADDING COLOUR TO PEOPLE'S LIVES	7	7	2010–2010
7	DULUX LET'S COLOUR	7	7	2010–2010
8	DYNACOAT	7	4	2002–2019
9	ENKADRAIN	6	6	1984–1989
10	FIXIT	6	4	1987–2009
11	SIKKENS	6	3	1974–2024
12	MOUSEPAINTER	5	5	2005–2005
13	STEP TOWARDS GREENER	5	5	2009–2009
14	ECOSURE	5	4	2008–2019
15	CEILCOTE	4	4	2009–2009

Logos filed most often (since 2020)

3 filings · 3 classes



3 filings · 3 classes



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

AkzoNobel's logos

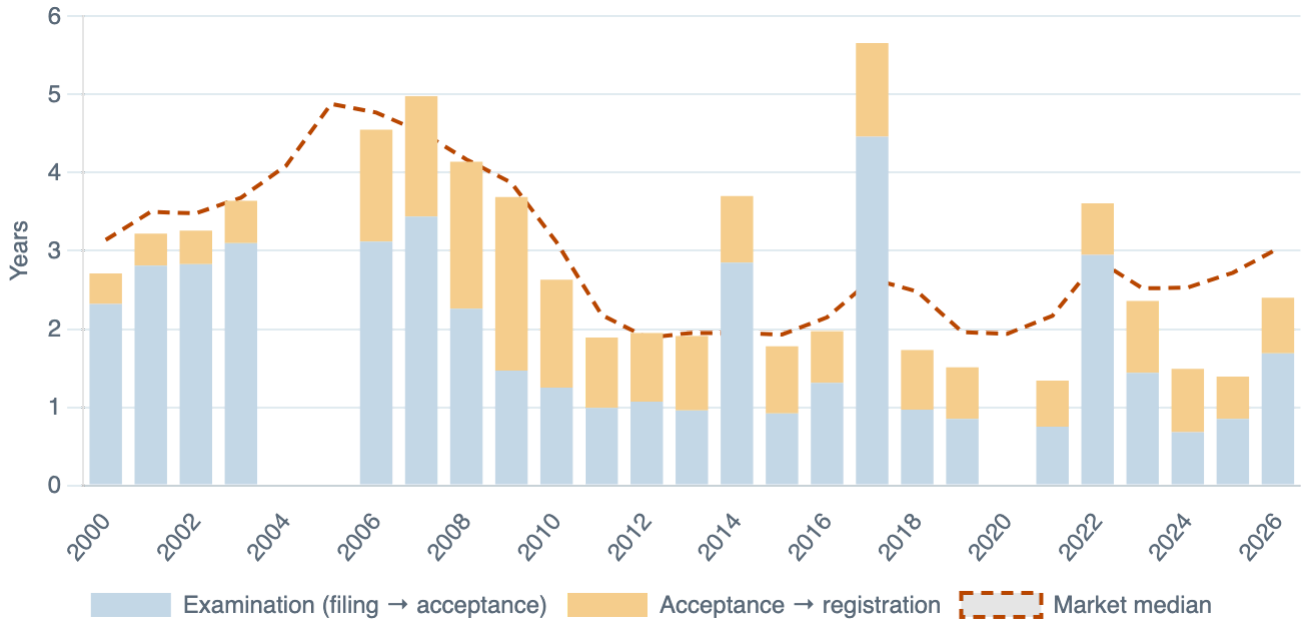
The 5 different logos AkzoNobel has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

DYNACOAT	sikkens		MAXI COVER	People. Planet. Paint.
3 classes	3 classes	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, AkzoNobel's marks took a median of **2.0 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.4 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

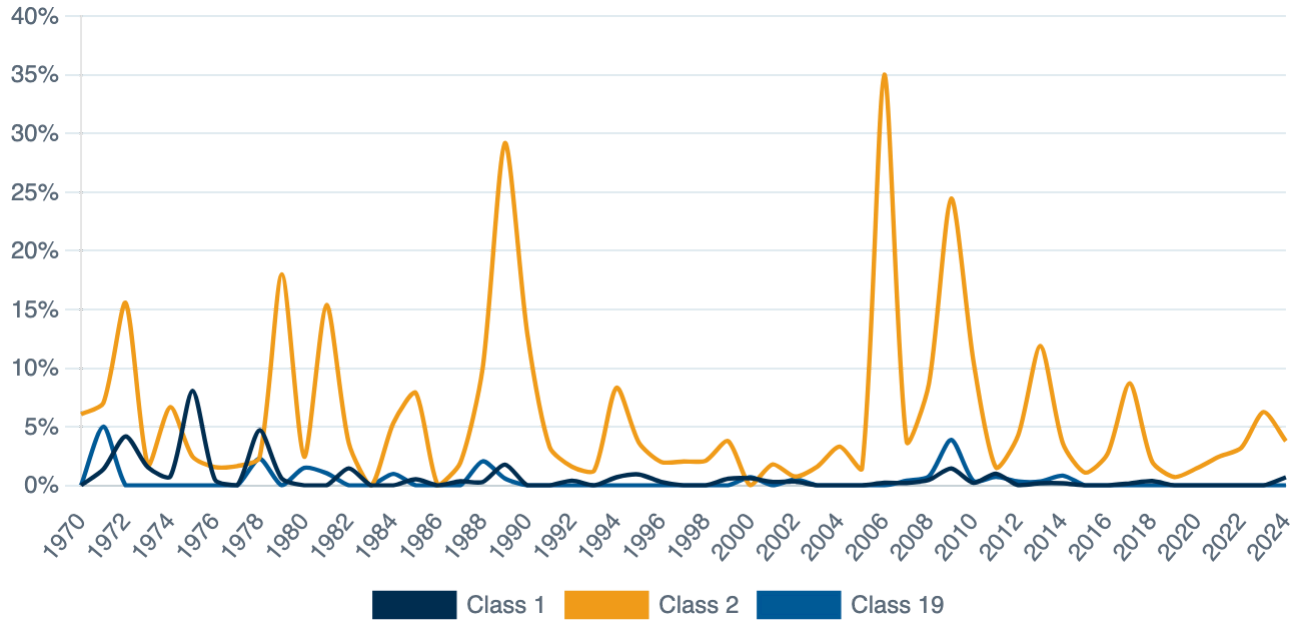


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in AkzoNobel's classes

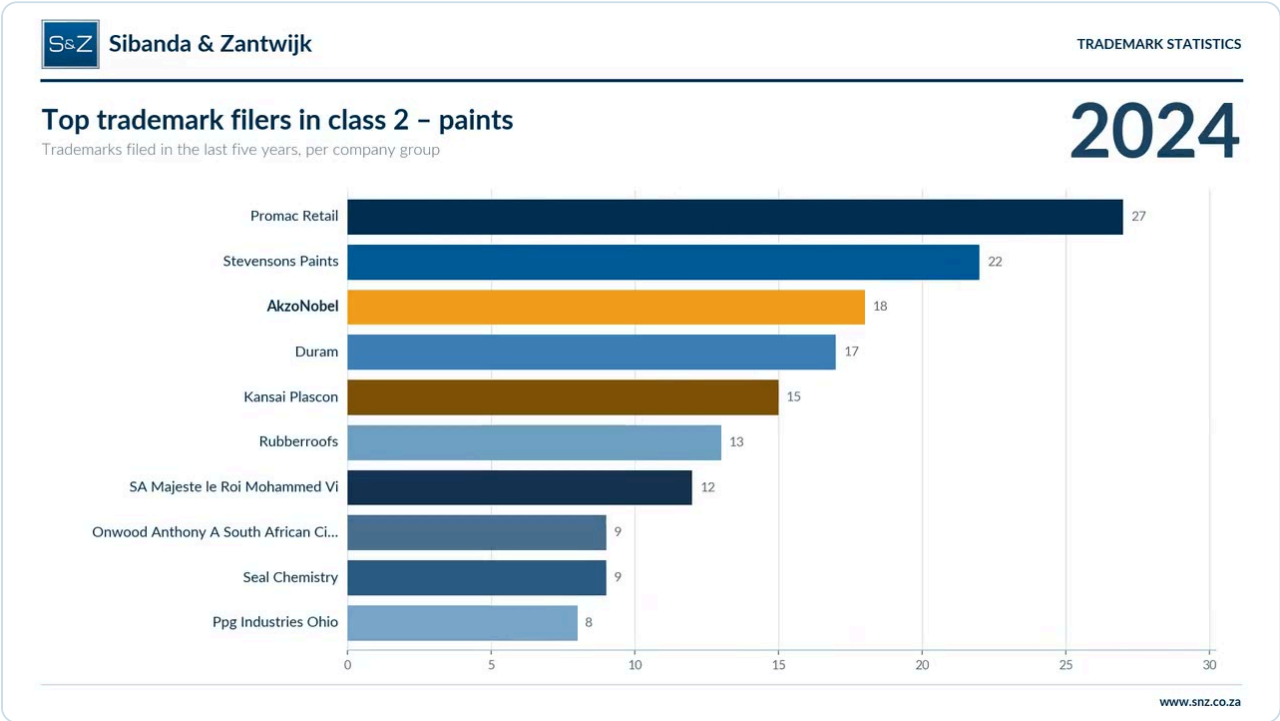
> Ranked by **number of trademarks filed in AkzoNobel's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows AkzoNobel's market position, not who is most like it.

In the last five years, AkzoNobel was **#3** of 281 filers in class 2 (paints), with 18 of 579 trademarks; **#263** of 947 filers in class 1 (chemicals), with 2 of 2,054 trademarks.



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

Top trademark filers in class 2 (paints), South Africa 1975–2024: AkzoNobel



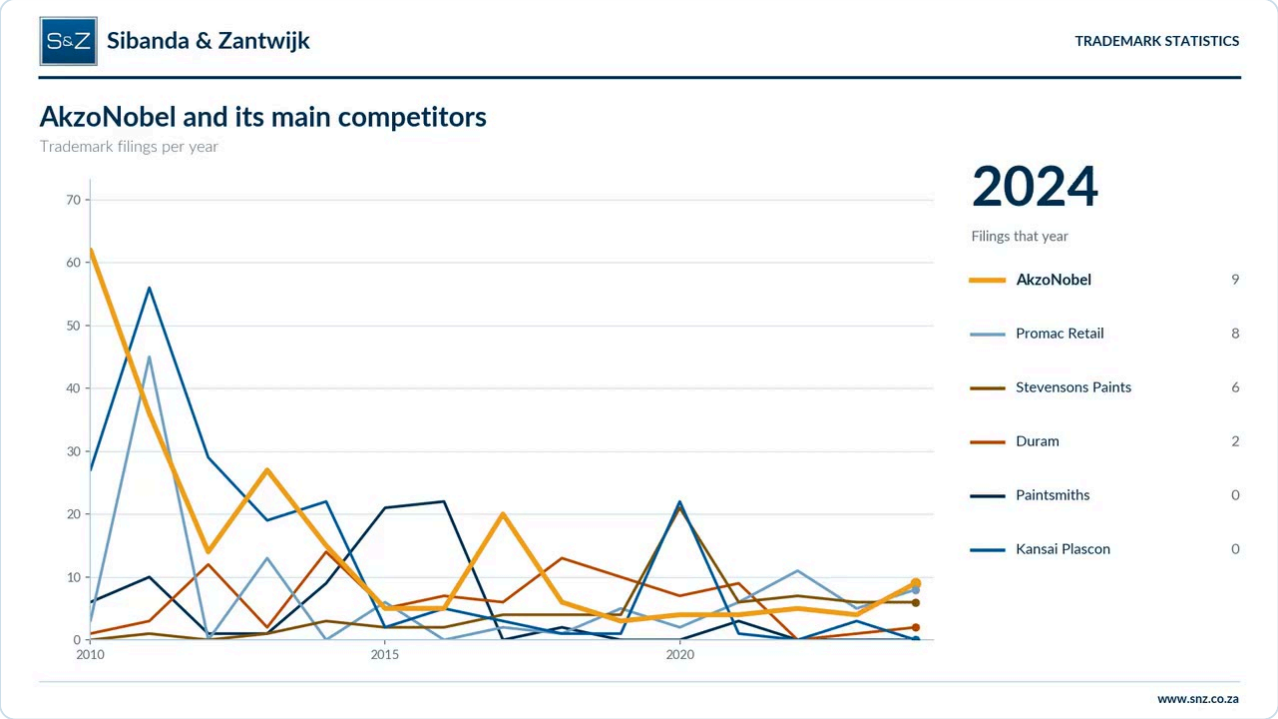
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/akzonobel-south-african-trademarks/class-2-race-video.html

Main competitors – the companies most like AkzoNobel

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

AkzoNobel's closest competitors in South Africa are Paintsmiths, Duram, Promac Retail and Stevensons Paints.

AkzoNobel 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/akzonobel-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Paintsmiths	Direct competitor	82%
2	Duram	Direct competitor	76%
3	Promac Retail	Direct competitor	76%
4	Stevensons Paints	Direct competitor	76%
5	Kansai Plascon	Direct competitor	70%
6	Ppg Industries Ohio	Direct competitor	70%
7	Seal Chemistry	Direct competitor	61%
8	Merck	Direct competitor	36%
9	Clariant	Direct competitor	29%
10	Rubberroofs	Related field	70%

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

AkzoNobel – relevant export countries

South Africa exported **US$1.5 billion** of the goods AkzoNobel's main classes cover in the last year – coatings; paints; varnishes; lacquers (class 2); fillers; putties; pastes; hardeners (class 1); building materials; asphalt; building glass (class 19); polishing; scouring and abrasive preparations; cleaning (class 3); printed publications; printed matter; stationery; adhesives (class 16). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where AkzoNobel's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	82	US$165 m	-5%	National	US$2,388
2	India	63	US$8.8 m	-5%	National	US$1,295
3	Zimbabwe	60	US$162 m	+17%	ARIPO	US$450
4	Mozambique	59	US$137 m	+6%	ARIPO	US$450
5	Canada	59	US$4.1 m	-8%	National	US$2,192
6	Namibia	58	US$133 m	+12%	ARIPO	US$450
7	Türkiye	58	US$13 m	-3%	National	US$1,258
8	Australia	57	US$16 m	-17%	National	US$2,380
9	Mexico	56	US$387 k	-4%	National	US$3,050
10	Indonesia	56	US$4.2 m	+3%	National	US$2,630

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Zimbabwe	60	US$162 m	+17%	ARIPO	US$450 S&Z
2	Mozambique	59	US$137 m	+6%	ARIPO	US$450 S&Z
3	Namibia	58	US$133 m	+12%	ARIPO	US$450 S&Z
4	Morocco	56	US$47 m	+4%	National	US$1,408
5	Nigeria	53	US$23 m	-18%	National	US$1,015 S&Z
6	OAPI (17 states)	53	US$21 m	-4%	National	US$1,563 S&Z
7	Botswana	52	US$120 m	-4%	ARIPO	US$450 S&Z
8	Zambia	51	US$127 m	+4%	National	US$2,610
9	Tanzania	50	US$16 m	-7%	ARIPO	US$450 S&Z
10	Lesotho	50	US$57 m	+12%	National	US$326

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)
ICI	40	US$8,120	US$8,027
DULUX	11	US$2,233	US$2,671
AKZONOBEL	14	US$2,842	US$3,225
TOMORROW'S ANSWERS TODAY	13	US$2,639	US$3,041
PAINT 'N PAPER	8	US$1,624	US$2,117

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 AkzoNobel's five most-filed brands: word marks of **other companies** (not AkzoNobel'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 ICI (classes 1, 2, 3, 19, 42; searched 2025-04-30 to 2026-11-07)

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

Similar to DULUX (classes 1, 2, 3, 19; searched 2018-04-25 to 2026-11-07)

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

Similar to AKZONOBEL (classes 1, 2, 3, 19, 42; searched 2018-07-25 to 2026-11-07)

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

Similar to TOMORROW'S ANSWERS TODAY (classes 1, 2, 3, 19, 42; searched 2018-04-25 to 2026-11-07)

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

Similar to PAINT 'N PAPER (classes 1, 2, 3, 8, 16, 27, 35, 42; searched 2018-01-31 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

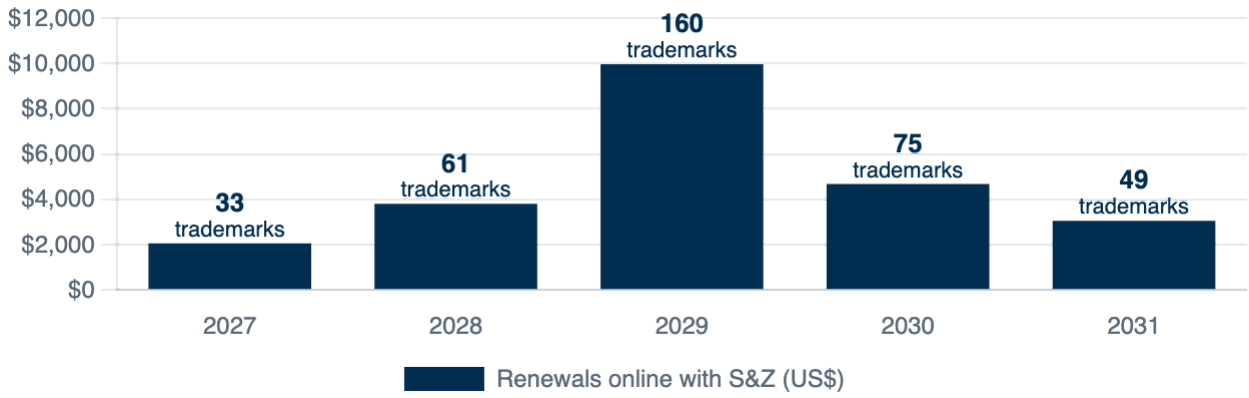
S&Z prices – South African trademarks

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$.

AkzoNobel's next five years of renewals

378 of AkzoNobel's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$23,546** over the five years.



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