BASF – South African trademarks

Updated 8 November 2026

BASF is a German chemicals company, one of the largest in the world. It supplies chemicals, materials, industrial solutions, crop protection and nutrition products.

How BASF 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.

#40
largest trademark owner in South Africa (of 121,626)

1,053
trademarks filed

6
different logos published since 2020

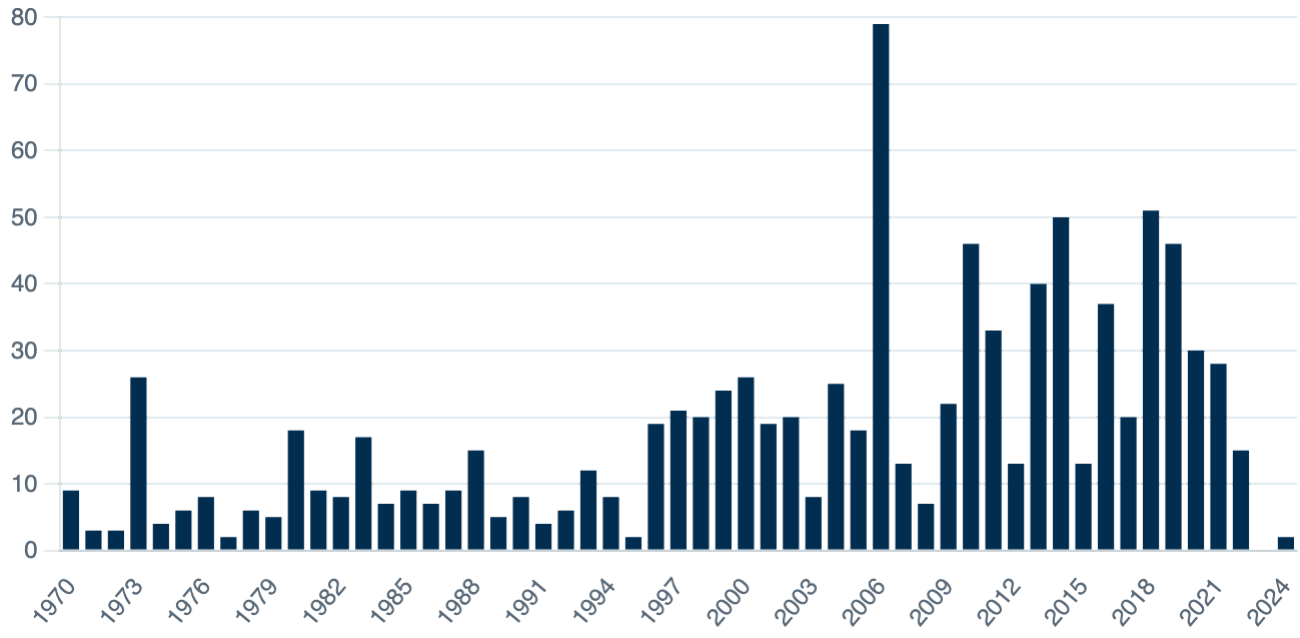
38
of 45 classes used

1943
first trademark filed

229
filed in the last 10 years

A portfolio built over time

BASF filed its first South African trademark in 1943 and has filed 1,053 since; its busiest year was 2006, with 79 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

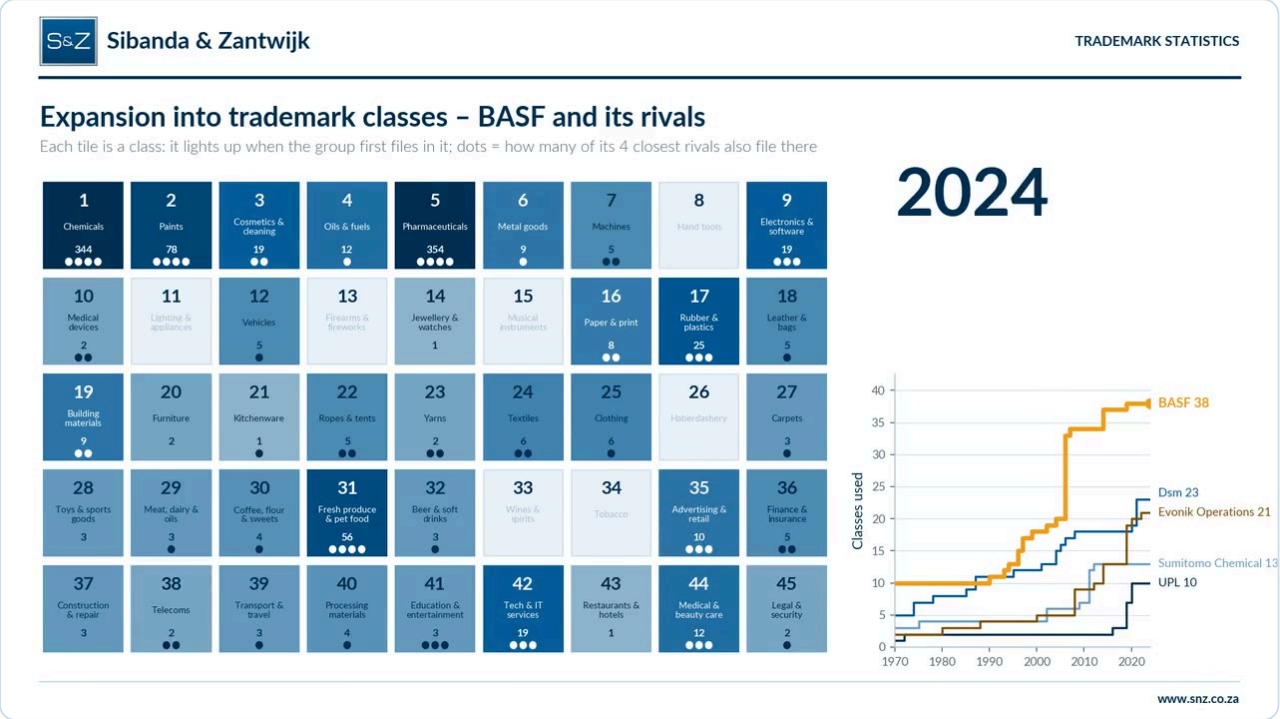
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
BASF	960	1948–2024
Basf Agro Bv Arnhem Zweigniederlassung Freienbach	65	1961–2020
Basf Agro Trademarks	41	1991–2020
Basf Agro Bv Arnhem Zweigniederslassung Wadenswil	39	1943–2002
Basf Agro Bv Arnhem Zweigniederlassung Wadenswil	25	2000–2012
Basf Agro Bv Arnhem Freienbach Branch	11	2017–2017
Basf South Africa	4	1996–2019
Basf Agro	2	2012–2012

Where BASF expanded its business

Trademark classes show what a business sells. BASF's portfolio is concentrated in pharmaceuticals (class 5), chemicals (class 1), paints (class 2). Its most recent moves were into legal & security (2019), jewellery & watches (2014), kitchenware (2014).

BASF trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/basf-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
5 Pharmaceuticals	354	33.6%	1943
1 Chemicals	344	32.7%	1954
2 Paints	78	7.4%	1948
31 Fresh produce & pet food	56	5.3%	1990
17 Rubber & plastics	25	2.4%	1960
3 Cosmetics & cleaning	19	1.8%	1955
9 Electronics & software	19	1.8%	1968
42 Tech & IT services	19	1.8%	1996

The brands BASF protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	BASF	46	30	1968–2006
2	We create chemistry	32	32	2014–2014
3	QUINNER	7	7	2016–2016
4	BTC CHEMICAL DISTRIBUTION	6	6	2016–2016
5	CLOUDFARMS	6	6	2021–2021
6	VALURE	6	6	2013–2013
7	MAGLIS	6	3	2013–2013
8	AGCELENCE	5	5	2006–2006
9	BECKER UNDERWOOD	5	5	2013–2013
10	STERON	5	5	2007–2007
11	XELF	5	5	2014–2014
12	NATUPHOS	5	3	1990–2019
13	Opteinics	4	4	2021–2021
14	TINOSAN	4	4	1997–1997
15	COMET	4	2	2000–2019

Logos filed most often (since 2020)



8 filings · 8 classes



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

1 filing · 1 class

1 filing · 1 class

BASF's logos

The 6 different logos BASF 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.

8 classes

1 class

1 class

1 class

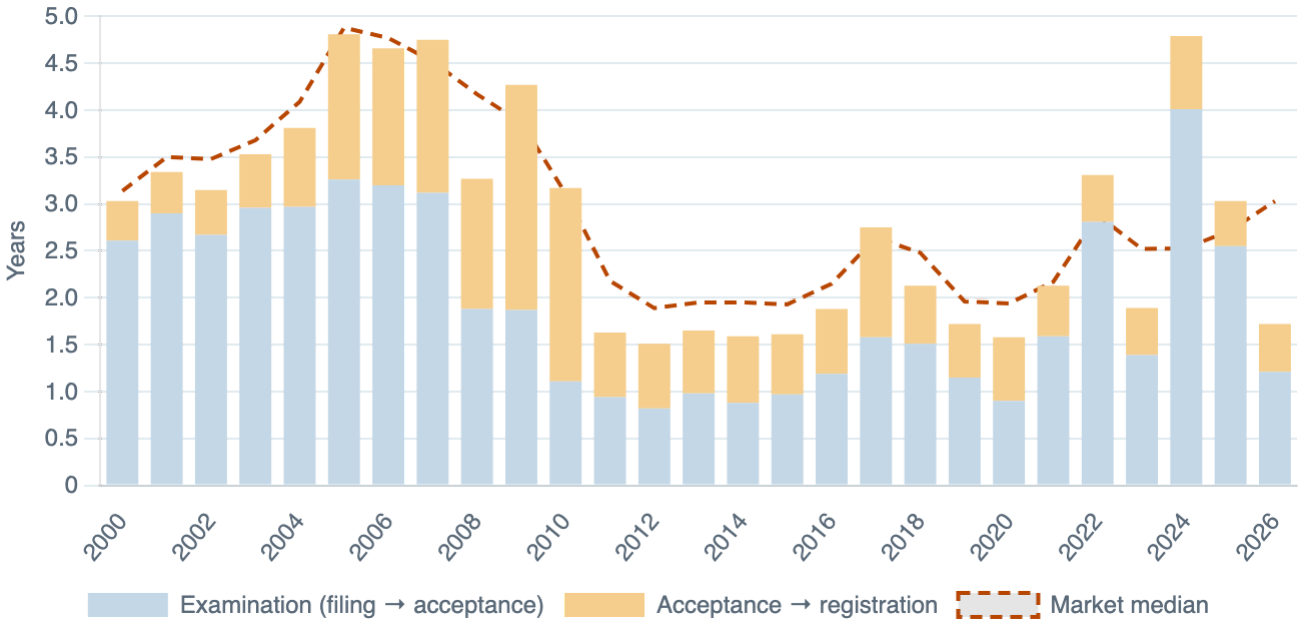
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, BASF's marks took a median of **3.0 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.5 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

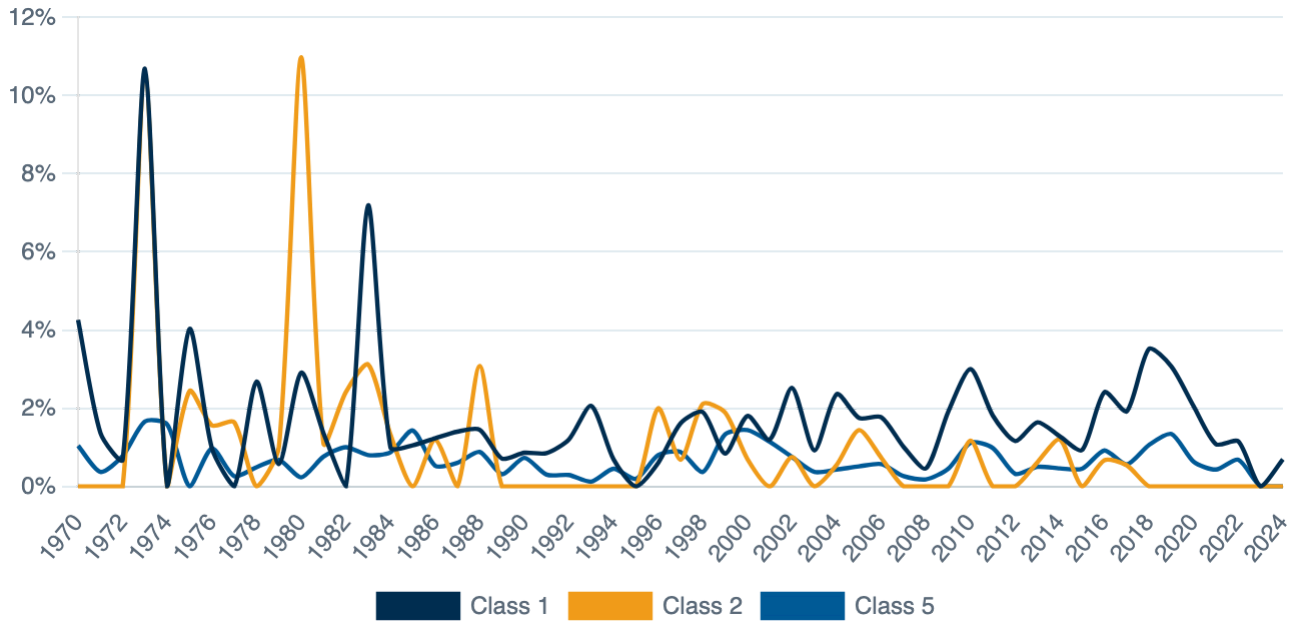


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in BASF's classes

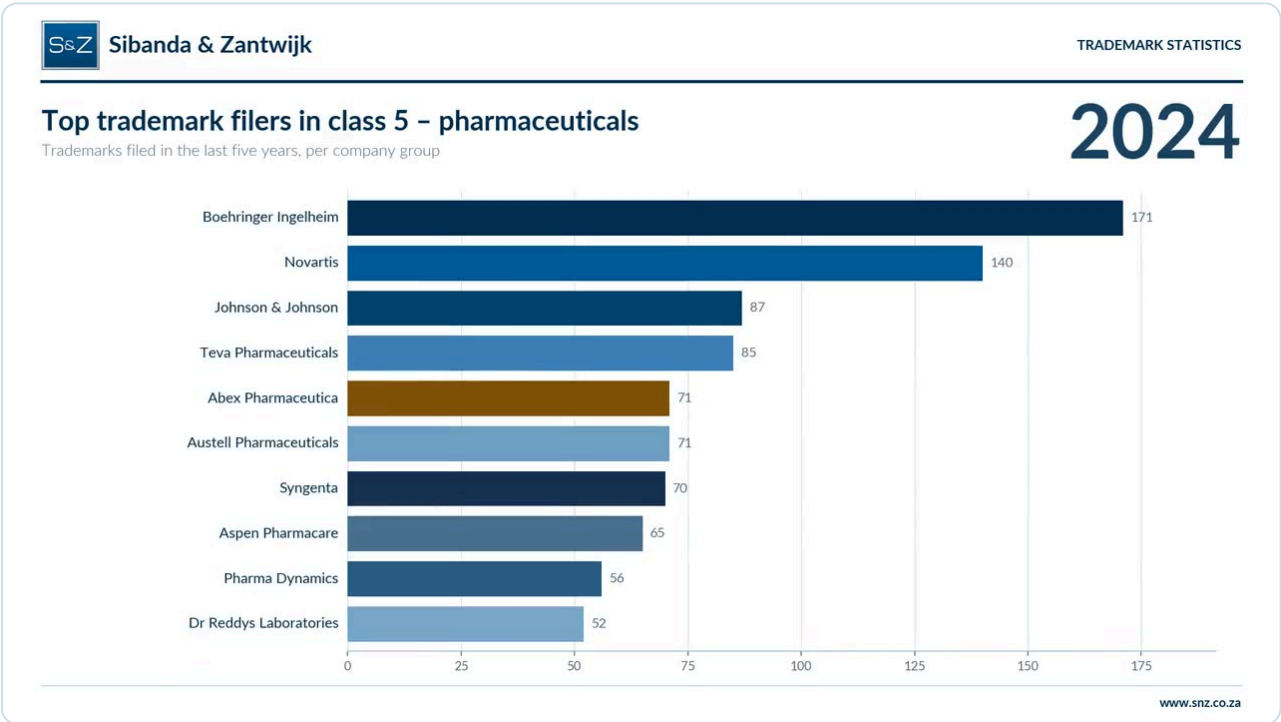
> Ranked by **number of trademarks filed in BASF's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows BASF's market position, not who is most like it.

In the last five years, BASF was **#25** of 2,050 filers in class 5 (pharmaceuticals), with 26 of 6,111 trademarks; **#5** of 947 filers in class 1 (chemicals), with 23 of 2,054 trademarks.



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

Top trademark filers in class 5 (pharmaceuticals), South Africa 1975–2024: BASF



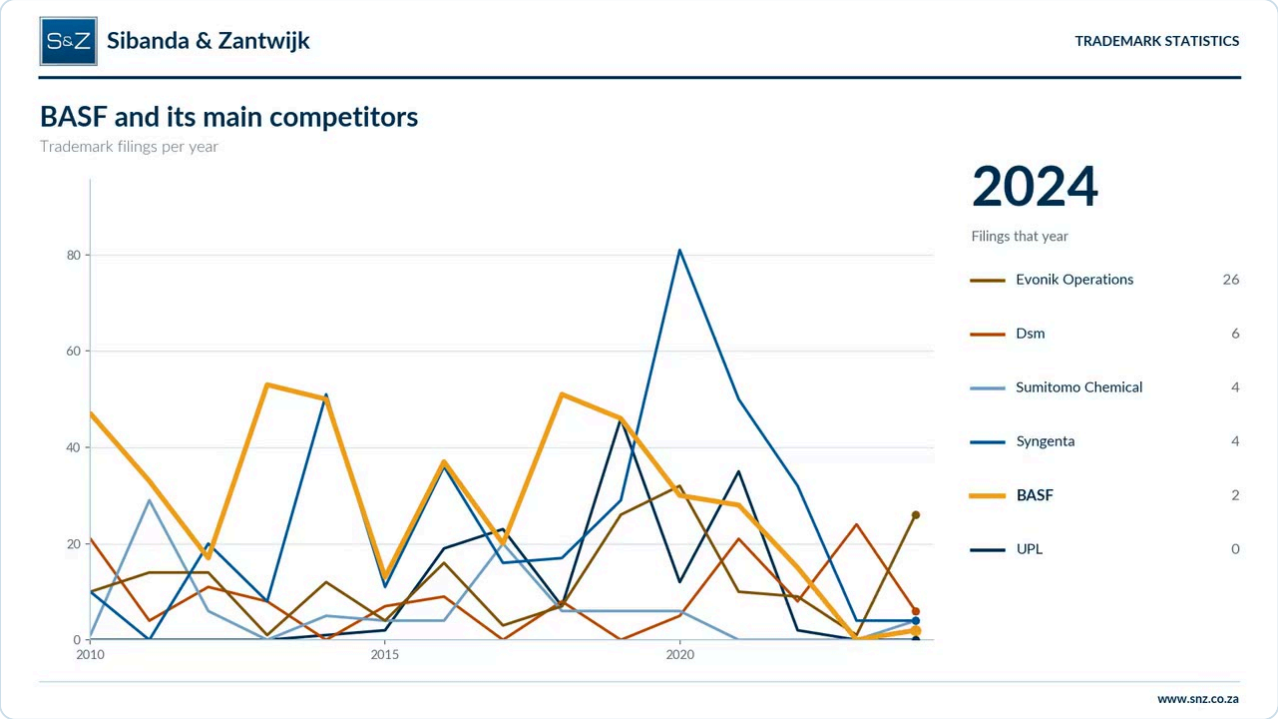
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/basf-south-african-trademarks/class-5-race-video.html

Main competitors – the companies most like BASF

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

BASF's closest competitors in South Africa are UPL, dsm-firmenich, Sumitomo Chemical and Evonik.

BASF 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/basf-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	UPL	Direct competitor	70%
2	dsm-firmenich	Direct competitor	70%
3	Sumitomo Chemical	Direct competitor	69%
4	Evonik	Direct competitor	69%
5	Syngenta	Direct competitor	68%
6	AECI	Direct competitor	68%
7	Arysta LifeScience	Direct competitor	68%
8	Innovative Water Care	Direct competitor	67%
9	Rolfes Agri	Direct competitor	67%
10	Dis-Chem	Retailer's own brands	71%

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

BASF – relevant export countries

South Africa exported **US$3.4 billion** of the goods BASF's main classes cover in the last year – dietary supplements; pharmaceuticals; disinfectants; veterinary preparations (class 5); chemicals; forestry; agriculture; horticulture (class 1); paints; varnishes; oil paints (class 2); seeds; grains; horticultural and forestry products; agricultural (class 31); gutta-percha; asbestos; tapes (class 17). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where BASF's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	72	US$286 m	-2%	National	US$2,388
2	China	71	US$65 m	-5%	National	US$1,224
3	Zimbabwe	70	US$812 m	+73%	ARIPO	US$450
4	United States of America	66	US$92 m	-3%	National	US$3,425
5	United Kingdom	64	US$44 m	-3%	National	US$1,371
6	Japan	62	US$29 m	-10%	National	US$1,774
7	Türkiye	59	US$20 m	-9%	National	US$1,258
8	Namibia	59	US$337 m	+21%	ARIPO	US$450
9	Switzerland	58	US$2.7 m	+19%	National	US$1,660
10	Mexico	58	US$10 m	+1%	National	US$3,050

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Zimbabwe	70	US$812 m	+73%	ARIPO	US$450 S&Z
2	Namibia	59	US$337 m	+21%	ARIPO	US$450 S&Z
3	Mozambique	57	US$162 m	+18%	ARIPO	US$450 S&Z
4	OAPI (17 states)	57	US$35 m	+5%	National	US$1,563 S&Z
5	Malawi	57	US$45 m	+31%	ARIPO	US$450 S&Z
6	Nigeria	56	US$40 m	-13%	National	US$1,015 S&Z
7	Botswana	55	US$357 m	+4%	ARIPO	US$450 S&Z
8	Tanzania	55	US$24 m	-6%	ARIPO	US$450 S&Z
9	Egypt	54	US$5.9 m	-2%	National	US$2,278
10	Uganda	54	US$18 m	+3%	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)
BASF	30	US$6,090	US$6,180
We create chemistry	32	US$6,496	US$6,550
QUINNER	7	US$1,421	US$1,932
BTC CHEMICAL DISTRIBUTION	6	US$1,218	US$1,748
CLOUDFARMS	6	US$1,218	US$1,748

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 BASF's five most-filed brands: word marks of **other companies** (not BASF'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 BASF (classes 1, 2, 5, 17, 31; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to We create chemistry (classes 1, 2, 5, 17, 31; searched 2018-04-25 to 2026-11-07)

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

Similar to QUINNER (classes 5, 9, 31, 35, 36, 42, 44; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to BTC CHEMICAL DISTRIBUTION (classes 1, 2, 3, 4, 31, 42; searched 2018-05-30 to 2026-11-07)

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

Similar to CLOUDFARMS (classes 9, 35, 38, 42, 44, 45; searched 2018-03-28 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

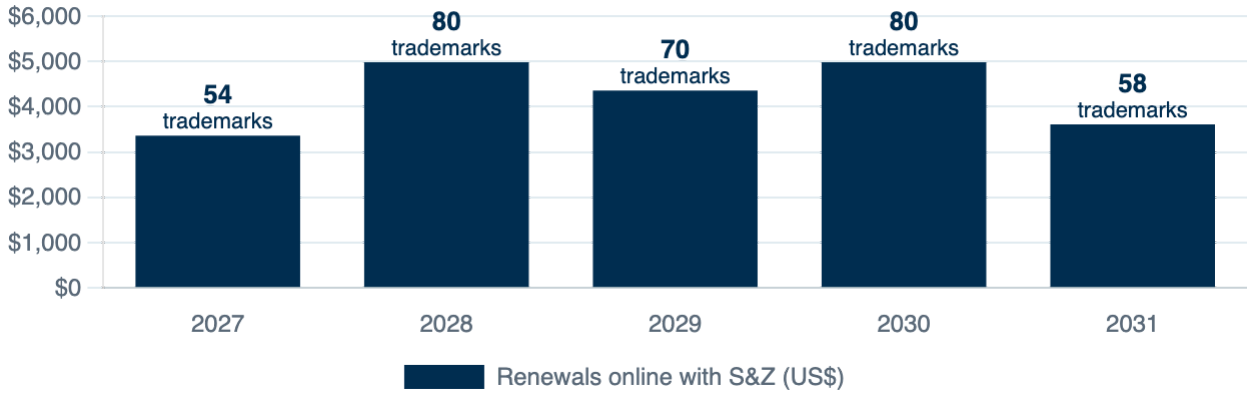
S&Z prices – South African trademarks

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$.

BASF's next five years of renewals

342 of BASF's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$21,303 over the five years.



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