Belgotex – South African trademarks

Updated 8 November 2026

Belgotex is a South African flooring manufacturer based in Pietermaritzburg. It makes carpets, carpet tiles, vinyl and artificial grass for homes, offices and sports fields.

How Belgotex 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.

#119
largest trademark owner in South Africa (of 121,626)

467
trademarks filed

7
different logos published since 2020

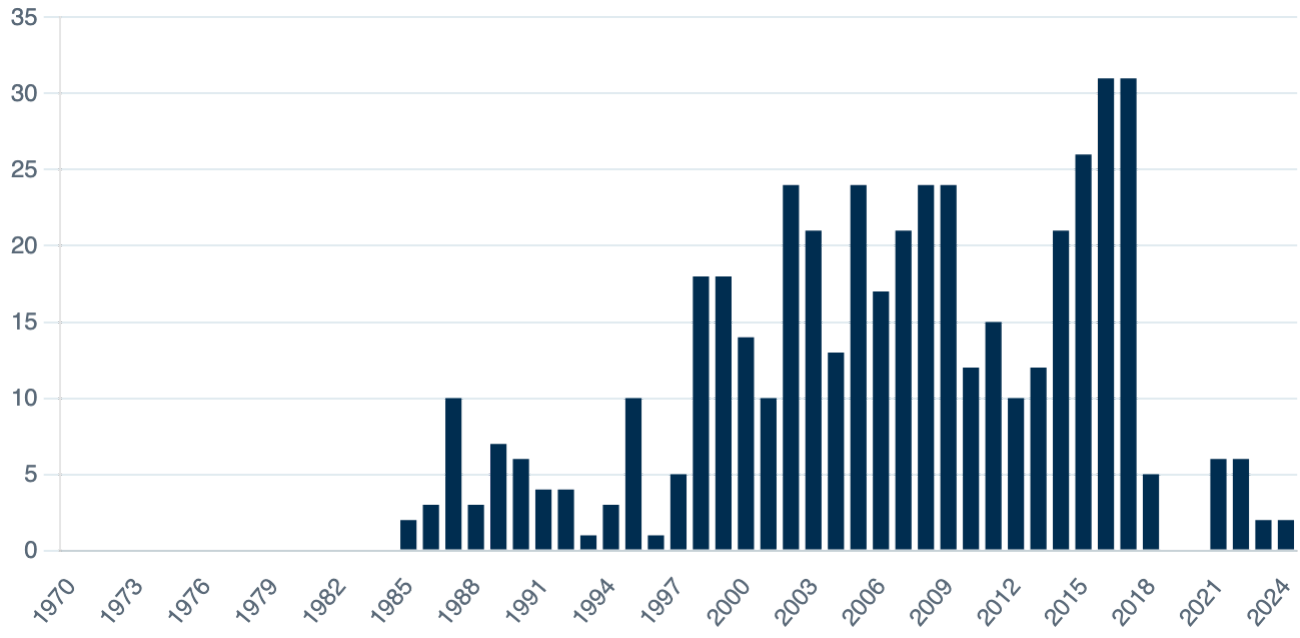
11
of 45 classes used

1961
first trademark filed

83
filed in the last 10 years

A portfolio built over time

Belgotex filed its first South African trademark in 1961 and has filed 467 since; its busiest year was 2016, with 31 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

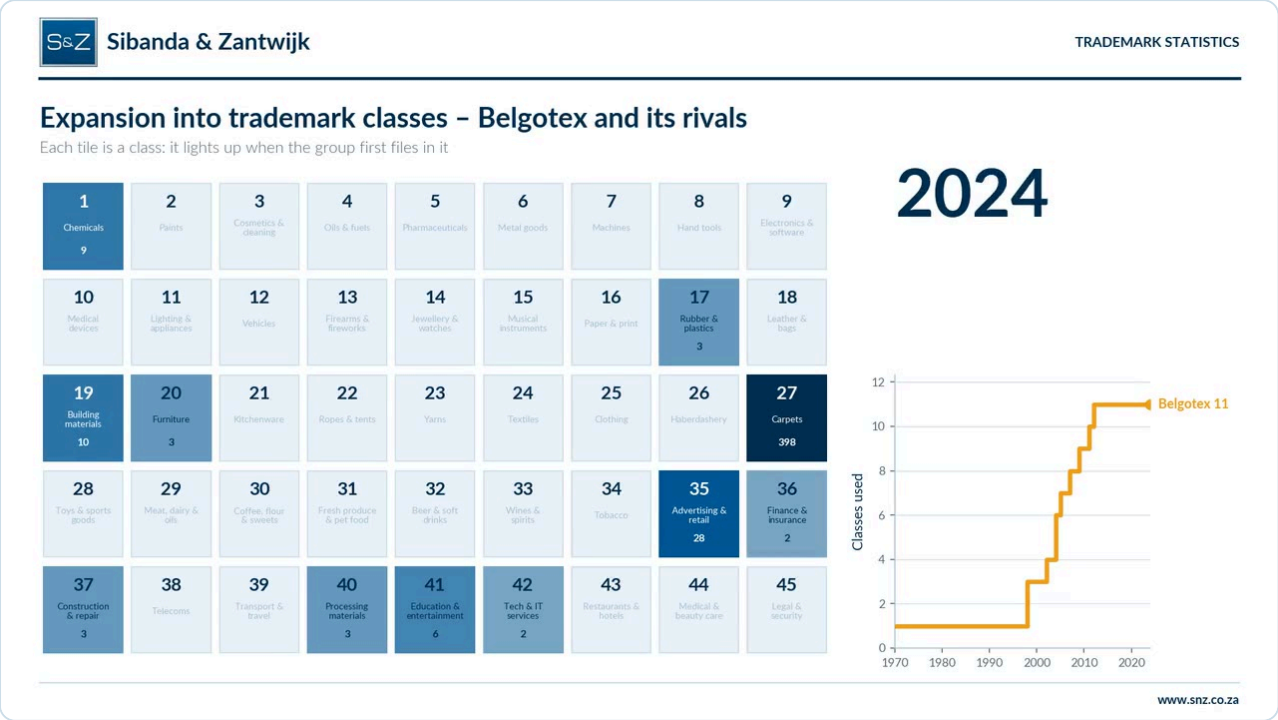
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Belgotex	493	1961–2024

Where Belgotex expanded its business

Trademark classes show what a business sells. Belgotex's portfolio is concentrated in carpets (class 27), advertising & retail (class 35), building materials (class 19). Its most recent moves were into processing materials (2012), finance & insurance (2011), construction & repair (2009).

Belgotex trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/belgotex-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
27 Carpets	398	85.2%	1961
35 Advertising & retail	28	6.0%	1998
19 Building materials	10	2.1%	2007
1 Chemicals	9	1.9%	2002
41 Education & entertainment	6	1.3%	2005
17 Rubber & plastics	3	0.6%	2004
20 Furniture	3	0.6%	2004
37 Construction & repair	3	0.6%	2009

The brands Belgotex protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	BELGOTEX CARPETS	8	3	1998–2007
2	BELGOTEX	4	2	1985–2017
3	BELGOTEX VINYL	4	2	2010–2011
4	NEXUS	4	2	1998–2002
5	BELGOTEX FLOORCOVERINGS	3	3	2002–2002
6	BELGOTEX GRASS	3	3	2018–2018
7	ORANGE UNDERCUSHION	3	3	2006–2006
8	SILVERCARE	3	3	2011–2012
9	A WORLD OF CHOICE	2	2	2015–2015
10	AIRTREAD UNDERCUSHION	2	2	2004–2004
11	B BELGOTEX INTERNATIONAL	2	2	2011–2011
12	BELGOTEX COMMERCIAL	2	2	2011–2011
13	BELGOTEX FLOORS	2	2	2014–2014
14	BELGOTEX FLOORS A WORLD OF CHOICE	2	2	2014–2014
15	BELGOTEX FLOORS PLANK	2	2	2015–2015

Logos filed most often (since 2020)



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

Belgotex's logos

The 7 different logos Belgotex 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.



2 classes



2 classes



2 classes



1 class



1 class



1 class

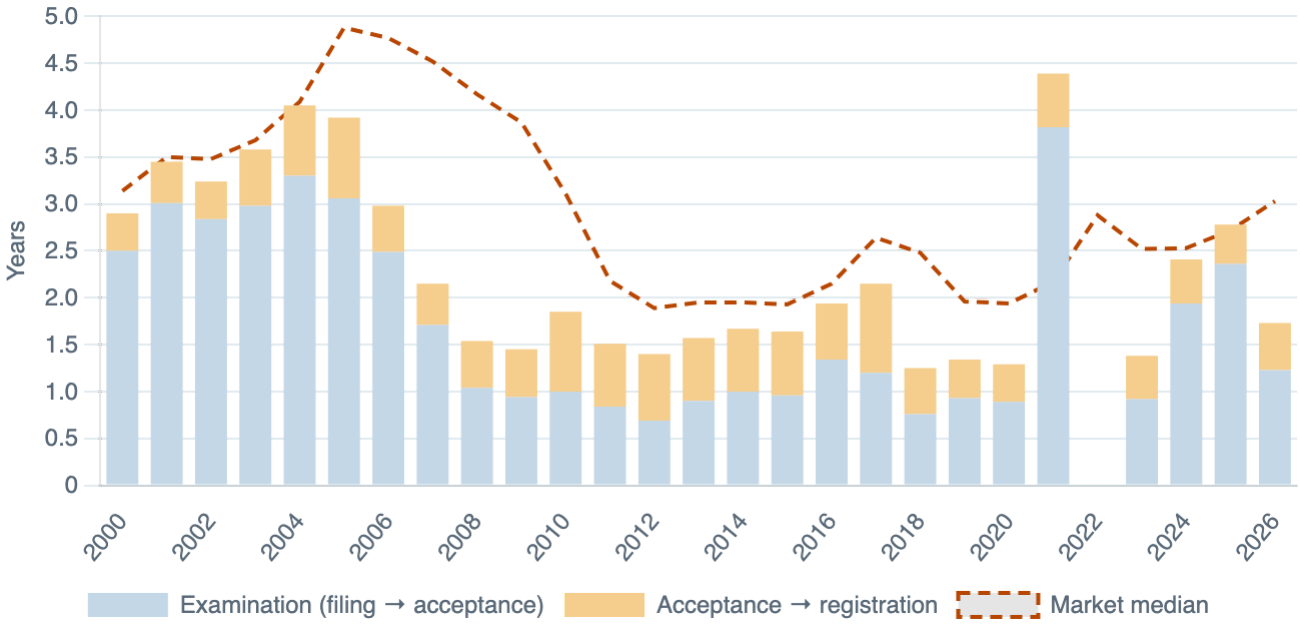


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Belgotex's marks took a median of **2.4 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.9 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

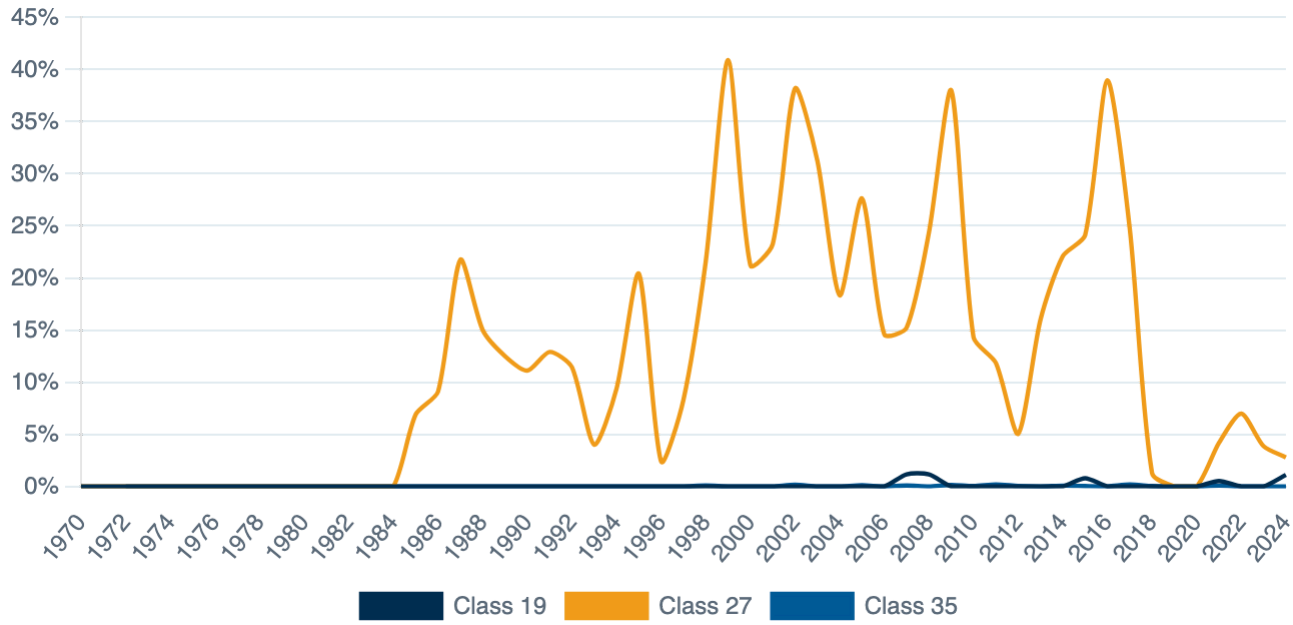


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Belgotex's classes

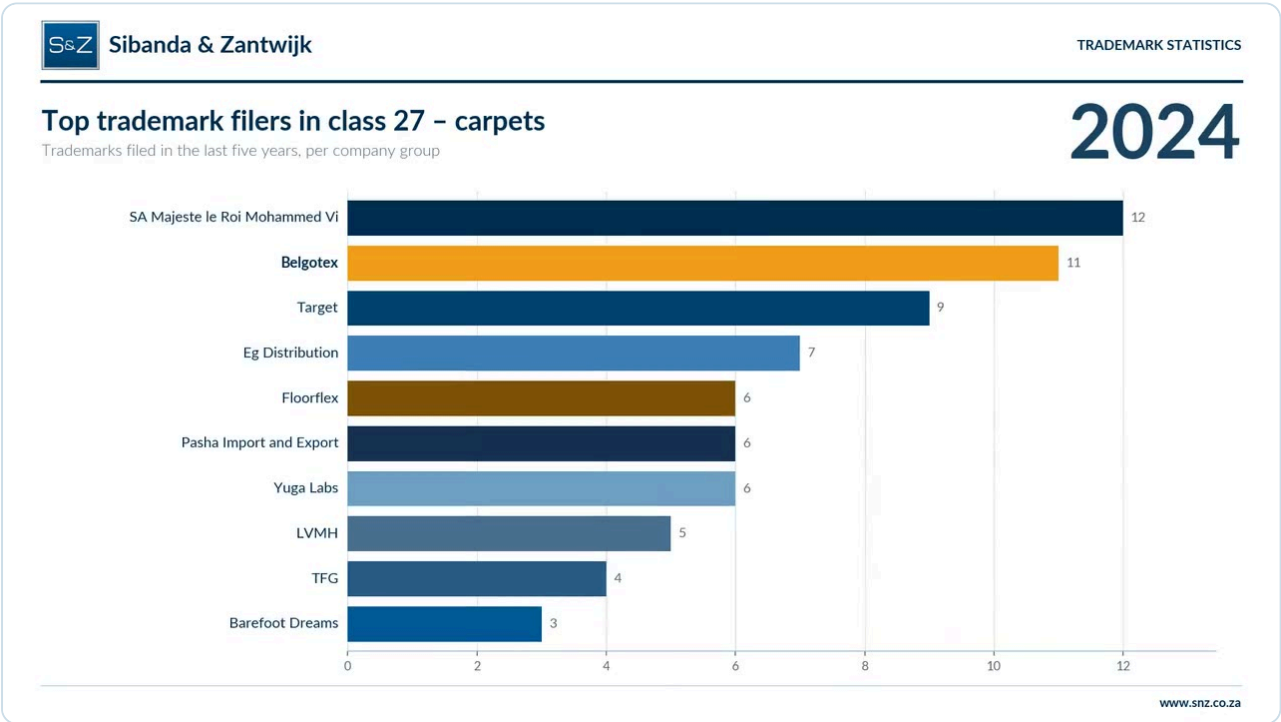
> Ranked by **number of trademarks filed in Belgotex's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Belgotex's market position, not who is most like it.

In the last five years, Belgotex was **#2** of 147 filers in class 27 (carpets), with 11 of 259 trademarks; **#2058** of 5,866 filers in class 35 (advertising & retail), with 2 of 11,124 trademarks; **#119** of 380 filers in class 19 (building materials), with 2 of 721 trademarks.



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

Top trademark filers in class 27 (carpets), South Africa 1975–2024: Belgotex

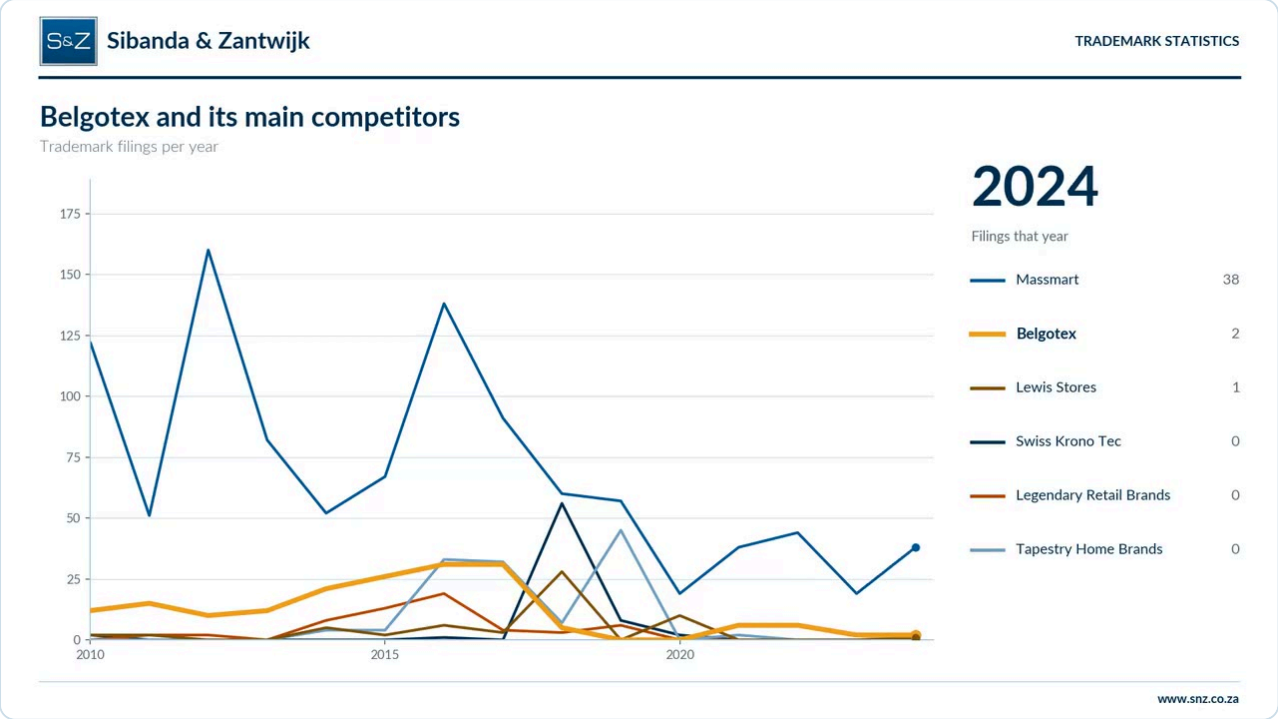


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/belgotex-south-african-trademarks/class-27-race-video.html

Main competitors – the companies most like Belgotex

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

Belgotex 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/belgotex-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Swiss Krono Tec	–	70%
2	Legendary Retail Brands	–	68%
3	Tapestry Home Brands	–	63%
4	Lewis Stores	–	63%
5	Massmart	–	58%
6	Pepkor	–	50%
7	Takealot Online	–	46%
8	Edcon	–	42%
9	Motus	–	29%
10	Discovery	–	26%

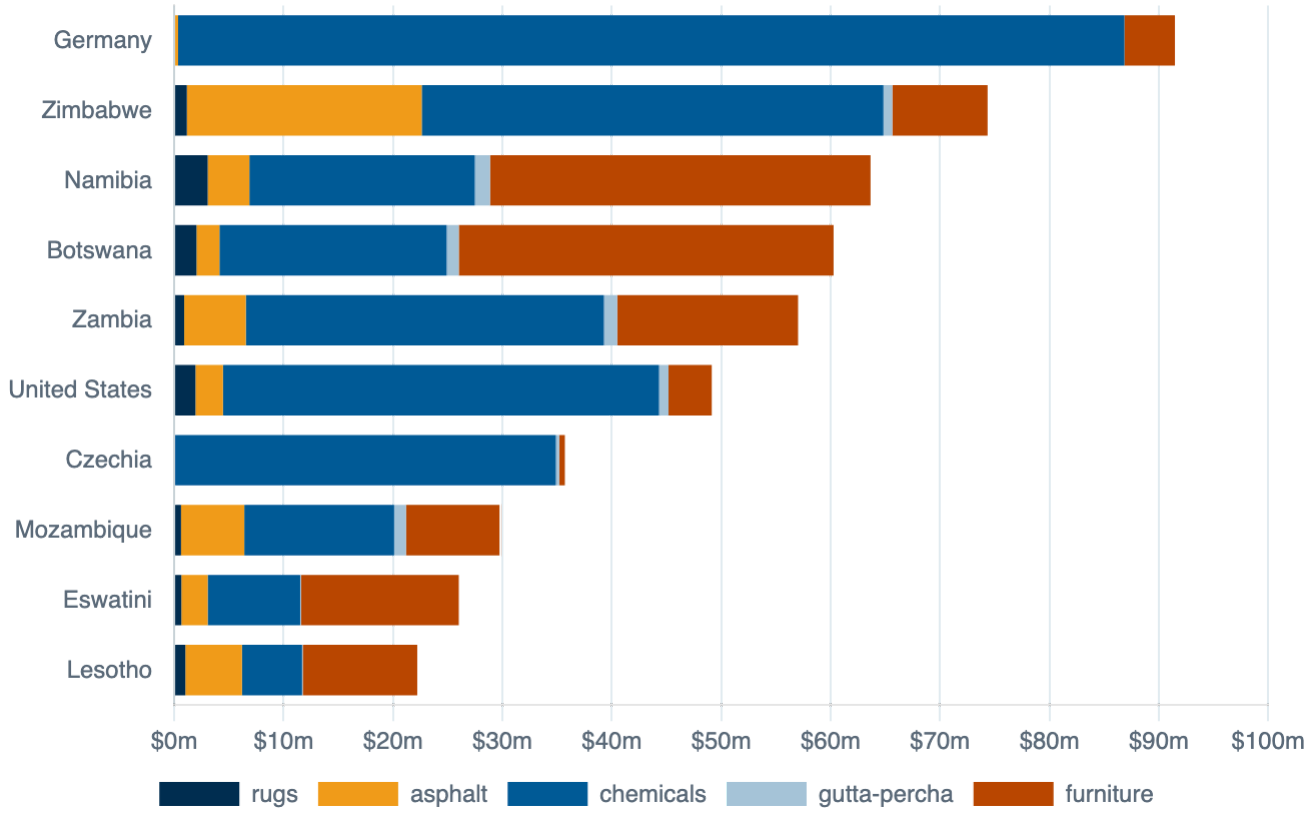
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Belgotex – relevant export countries

South Africa exported **US$1.7 billion** of the goods Belgotex's main classes cover in the last year – rugs; carpets; linoleum; mats (class 27); asphalt; not of metal; bitumen; pitch (class 19); chemicals; fertilizers; chemical preparations (class 1); gutta-percha; asbestos; tapes (class 17); furniture; pillows; chairs (class 20). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Belgotex's trademarks matter most.

Where South Africa exports Belgotex's top goods

Belgotex's trademarks most often cover rugs, asphalt, chemicals, gutta-percha and furniture. 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 Belgotex'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	75	US$199 m	-8%	National	US$2,388
2	United States of America	69	US$97 m	-9%	National	US$3,425
3	United Kingdom	65	US$34 m	-10%	National	US$1,371
4	Zimbabwe	64	US$230 m	+41%	ARIPO	US$450
5	India	61	US$7.4 m	-20%	National	US$1,295
6	Namibia	60	US$156 m	+27%	ARIPO	US$450
7	Japan	60	US$5.2 m	-17%	National	US$1,774
8	Zambia	59	US$350 m	+6%	National	US$2,610
9	Australia	57	US$17 m	-13%	National	US$2,380
10	Malawi	57	US$26 m	+112%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Zimbabwe	64	US$230 m	+41%	ARIPO	US$450 S&Z
2	Namibia	60	US$156 m	+27%	ARIPO	US$450 S&Z
3	Zambia	59	US$350 m	+6%	National	US$2,610
4	Malawi	57	US$26 m	+112%	ARIPO	US$450 S&Z
5	Nigeria	56	US$15 m	-17%	National	US$1,015 S&Z
6	Eswatini	55	US$78 m	-4%	National	US$446
7	OAPI (17 states)	54	US$8.2 m	+1%	National	US$1,563 S&Z
8	Botswana	54	US$153 m	-7%	ARIPO	US$450 S&Z
9	Tanzania	53	US$11 m	-9%	ARIPO	US$450 S&Z
10	Mozambique	53	US$58 m	-17%	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)
BELGOTEX CARPETS	3	US$609	US$1,194
BELGOTEX	2	US$406	US$1,009
BELGOTEX VINYL	2	US$406	US$1,009
NEXUS	2	US$406	US$1,009
BELGOTEX FLOORCOVERINGS	3	US$609	US$1,194

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 Belgotex's five most-filed brands: word marks of **other companies** (not Belgotex'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 BELGOTEX CARPETS (classes 27, 35, 42; searched 2018-08-29 to 2026-11-08)

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

Similar to BELGOTEX (classes 27, 35; searched 2019-07-31 to 2026-11-08)

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

Similar to BELGOTEX VINYL (classes 27, 35; searched 2018-10-31 to 2026-11-08)

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

Similar to NEXUS (classes 27, 35; searched 2019-09-25 to 2026-11-08)

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

Similar to BELGOTEX FLOORCOVERINGS (classes 1, 27, 35; searched 2019-07-31 to 2026-11-08)

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

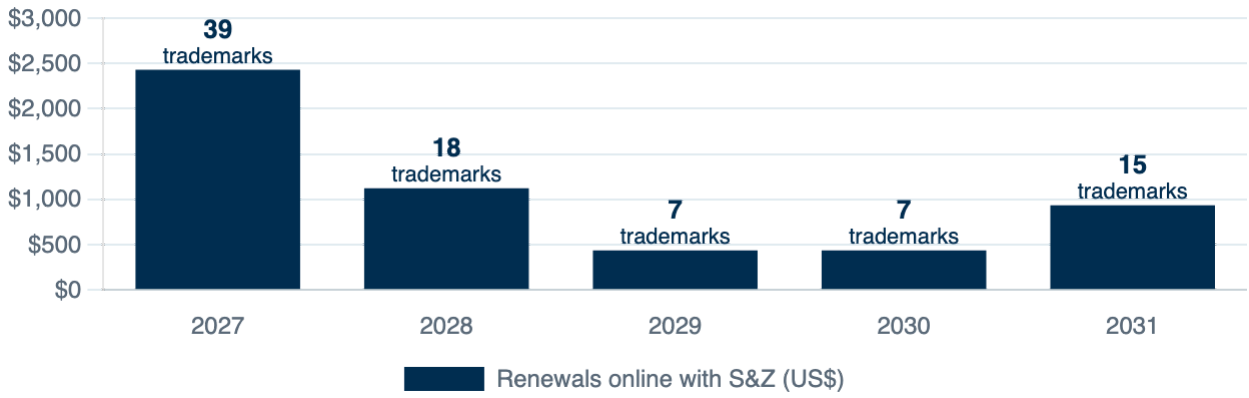
S&Z prices – South African trademarks

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$.

Belgotex's next five years of renewals

86 of Belgotex's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$5,356** over the five years.



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