Bidvest – South African trademarks

Updated 8 November 2026

Bidvest is a JSE-listed South African services, trading and distribution group. Its businesses span facilities and hygiene services, office and print, commercial products, freight, automotive and financial services.

How Bidvest 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.

#6
largest trademark owner in South Africa (of 121,626)

2,404
trademarks filed

27
different logos published since 2020

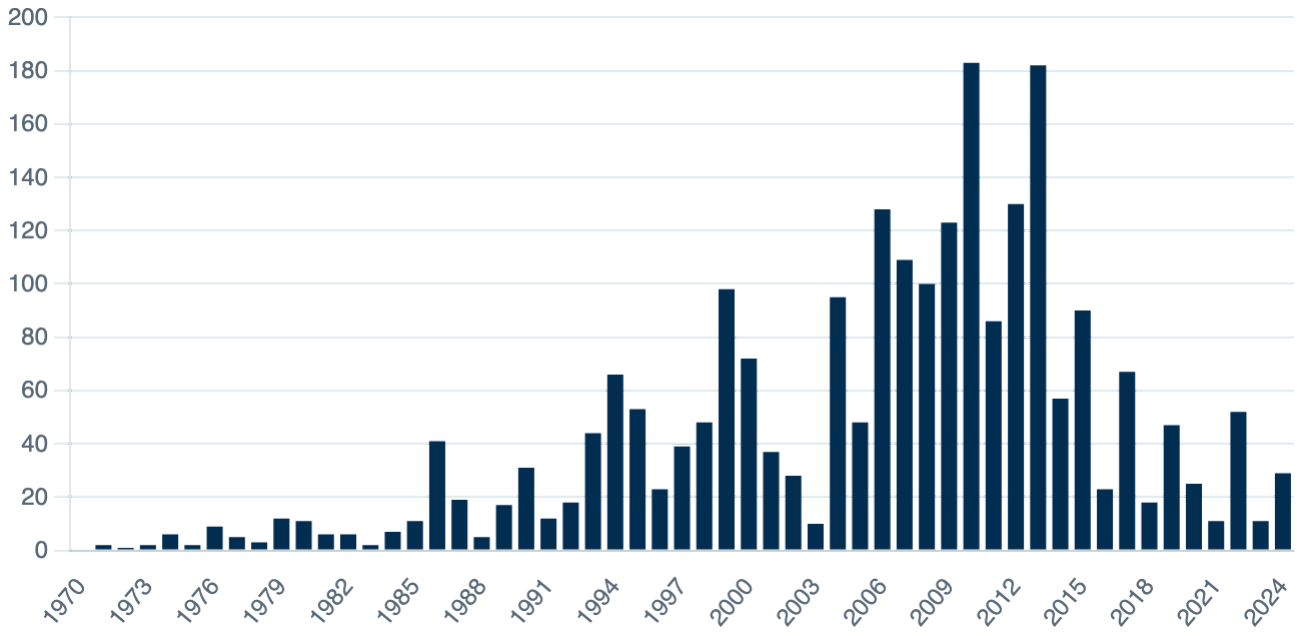
39
of 45 classes used

1918
first trademark filed

286
filed in the last 10 years

A portfolio built over time

Bidvest filed its first South African trademark in 1918 and has filed 2,404 since; its busiest year was 2010, with 183 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

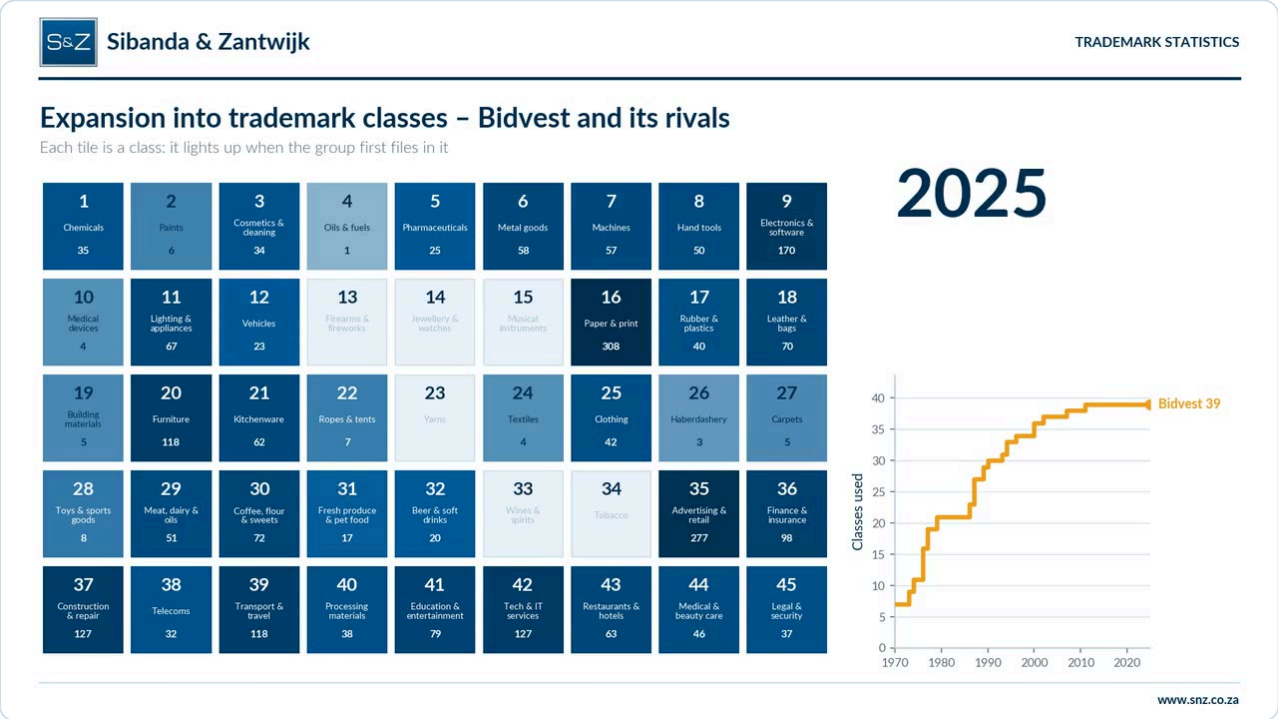
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Bid Industrial	1,904	1918–2016
Brandcorp	452	1973–2024
Bidvest	448	1922–2025
Bidvest Commercial Products	74	1981–2024
Bid Industrial Holdings Proprietary Limited and University of Witwate…	20	2013–2013
Bidvest Services	13	2008–2015
Bid Industrial Holfings	1	1990–1990

Where Bidvest expanded its business

Trademark classes show what a business sells. Bidvest's portfolio is concentrated in paper & print (class 16), advertising & retail (class 35), electronics & software (class 9). Its most recent moves were into haberdashery (2011), toys & sports goods (2007), medical devices (2002).

Bidvest trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/bidvest-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
16 Paper & print	308	12.8%	1918
35 Advertising & retail	277	11.5%	1976
9 Electronics & software	170	7.1%	1977
37 Construction & repair	127	5.3%	1986
42 Tech & IT services	127	5.3%	1979
20 Furniture	118	4.9%	1949
39 Transport & travel	118	4.9%	1974
36 Finance & insurance	98	4.1%	1976

The brands Bidvest protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	BIDVEST	34	20	1995–2019
2	PROUDLY BIDVEST	30	20	2004–2013
3	STEINER	29	23	1994–2004
4	VIAMAX	26	7	1990–2008
5	BIDVEST STEINER	24	12	2015–2020
6	INFINITE POSSIBILITIES	23	13	2007–2010
7	B BID	22	22	2009–2009
8	LEISURE QUIP	16	9	2015–2015
9	MAT-PRO	16	9	2010–2013
10	BIDVEST PRESTIGE GROUP	16	8	2010–2010
11	VULCAN	16	8	1965–2017
12	PRESTIGE	16	5	1987–2010
13	STEINER GROUP	14	14	2007–2007
14	STEINER HYGIENE	14	10	2000–2015
15	MTS	14	7	2009–2009

Logos filed most often (since 2020)



11 filings · 8 classes



10 filings · 10 classes



9 filings · 9 classes



7 filings · 7 classes



6 filings · 6 classes



6 filings · 6 classes



6 filings · 6 classes



5 filings · 3 classes



4 filings · 4 classes



4 filings · 4 classes

Bidvest's logos

The 27 different logos Bidvest 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.



10 classes



9 classes



8 classes



7 classes



6 classes



6 classes



6 classes



4 classes



4 classes



3 classes



3 classes



3 classes



3 classes



3 classes



3 classes



2 classes



2 classes



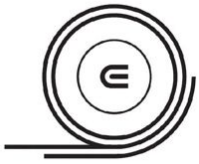
2 classes



2 classes



2 classes



2 classes



2 classes



1 class



1 class



1 class

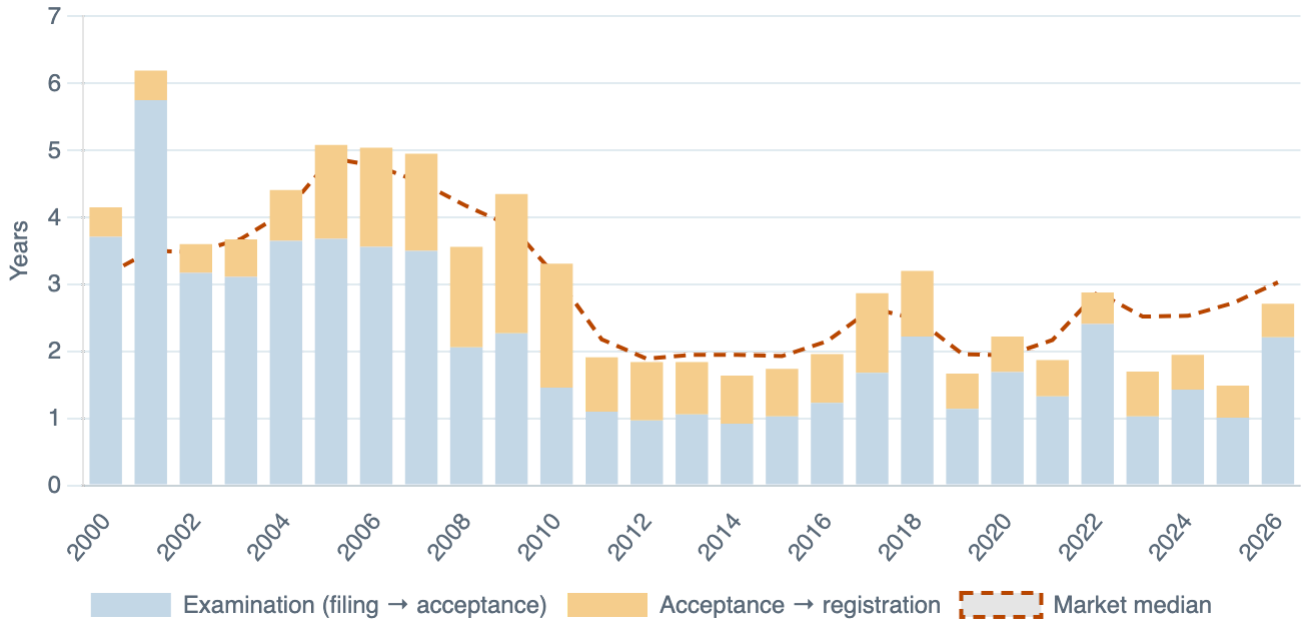
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Bidvest'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. In 2026 the median jumped to 2.7 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.

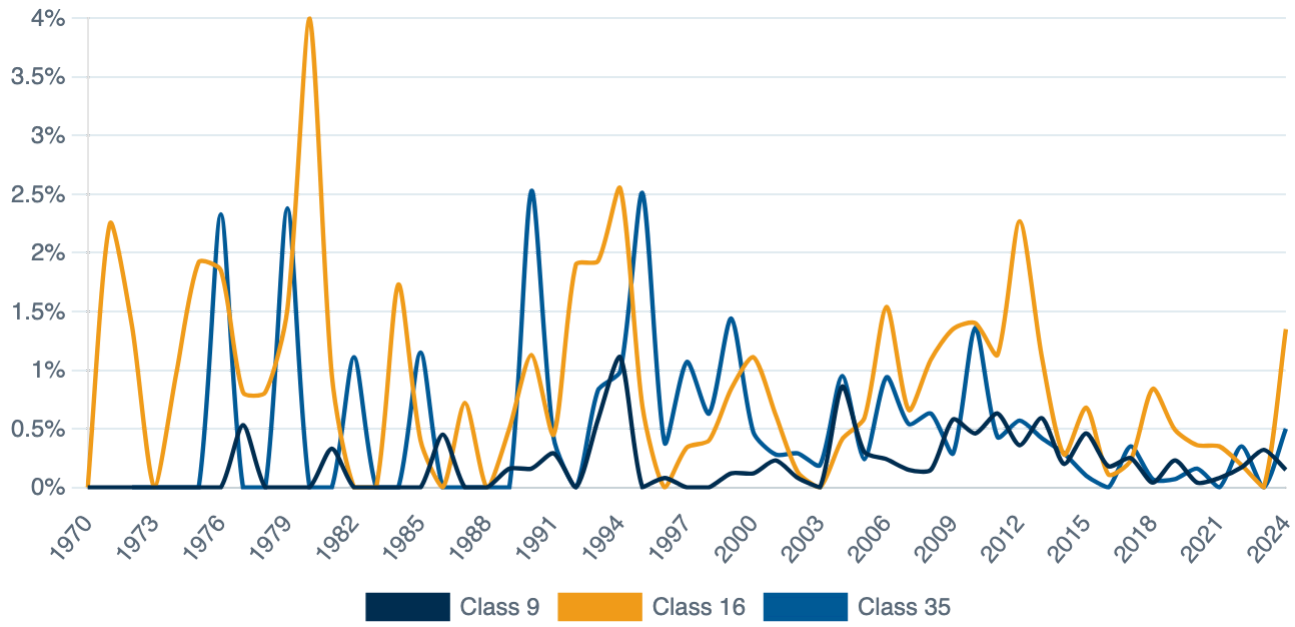


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Bidvest's classes

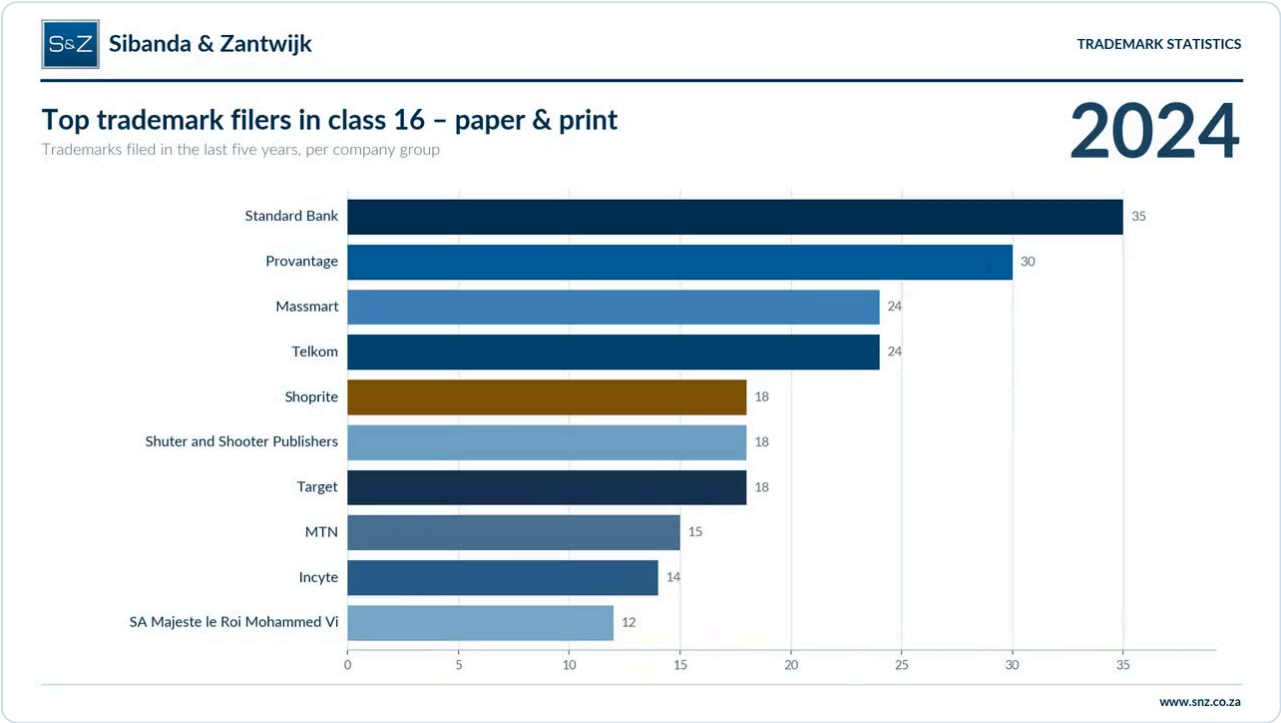
> Ranked by **number of trademarks filed in Bidvest's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Bidvest's market position, not who is most like it.

In the last five years, Bidvest was **#18** of 1,191 filers in class 16 (paper & print), with 9 of 2,264 trademarks; **#28** of 5,866 filers in class 35 (advertising & retail), with 20 of 11,124 trademarks; **#48** of 4,926 filers in class 9 (electronics & software), with 15 of 10,252 trademarks.



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

Top trademark filers in class 16 (paper & print), South Africa 1975–2024: Bidvest

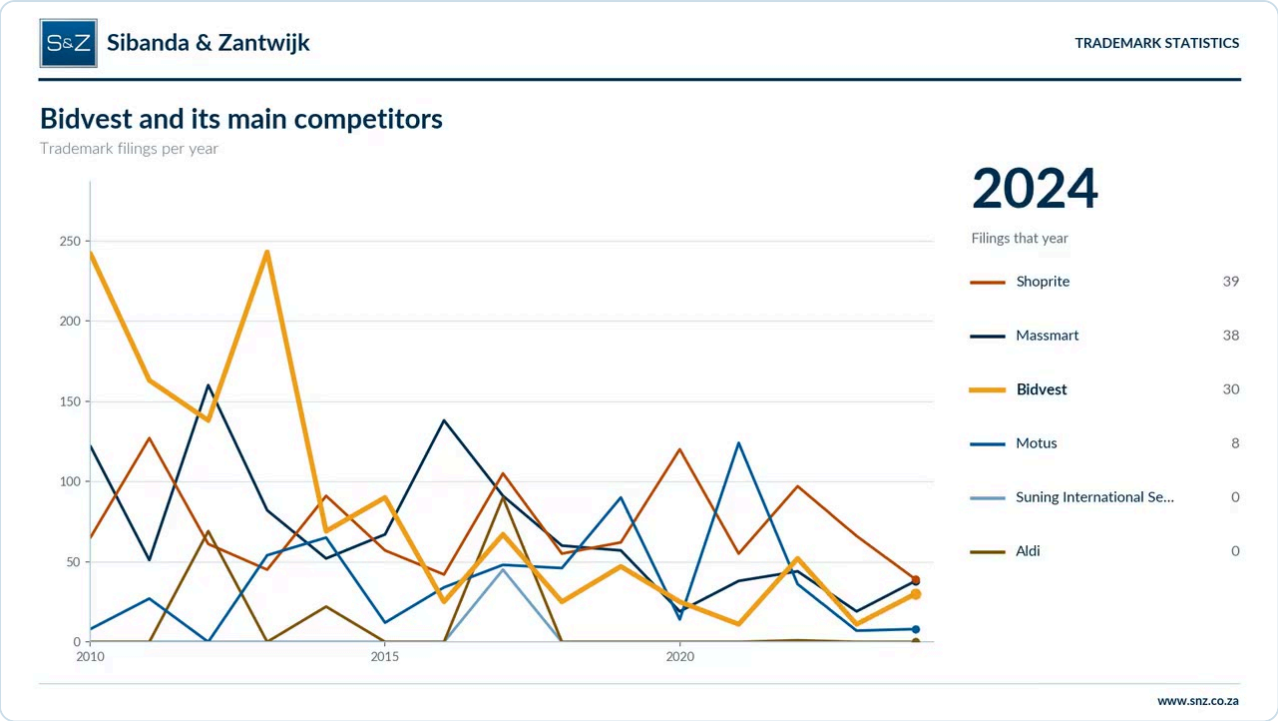


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/bidvest-south-african-trademarks/class-16-race-video.html

Main competitors – the companies most like Bidvest

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

Bidvest 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/bidvest-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Massmart	Retailer's own brands	86%
2	Shoprite	Retailer's own brands	76%
3	Suning International Services	Retailer's own brands	66%
4	Aldi	Retailer's own brands	66%
5	Motus	Retailer's own brands	64%
6	Pick n Pay	Retailer's own brands	63%
7	Hyundai Motor	Other field	68%
8	Lotte	Other field	66%
9	Kganya Brands	Other field	66%
10	Michelin	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.

Bidvest – relevant export countries

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 3 CLASSES
1	European Union	81	US$347 m	-1%	National	US$1,859
2	United States of America	76	US$184 m	+2%	National	US$2,075
3	United Kingdom	69	US$59 m	-3%	National	US$1,012
4	India	66	US$29 m	+9%	National	US$807
5	Namibia	66	US$396 m	+13%	ARIPO	US$343
6	Hong Kong SAR	63	US$20 m	-0%	National	US$1,110
7	Botswana	63	US$373 m	-6%	ARIPO	US$343
8	Canada	63	US$35 m	-4%	National	US$1,623
9	Japan	62	US$8.2 m	-5%	National	US$1,187
10	Zimbabwe	62	US$296 m	+11%	ARIPO	US$343

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 3 CLASSES
1	Namibia	66	US$396 m	+13%	ARIPO	US$343 S&Z
2	Botswana	63	US$373 m	-6%	ARIPO	US$343 S&Z
3	Zimbabwe	62	US$296 m	+11%	ARIPO	US$343 S&Z
4	Nigeria	57	US$49 m	-12%	National	US$609 S&Z
5	Lesotho	57	US$128 m	+11%	National	US$314
6	Eswatini	57	US$151 m	+2%	ARIPO	US$343 S&Z
7	Mozambique	57	US$199 m	+1%	ARIPO	US$343 S&Z
8	Malawi	55	US$66 m	+21%	ARIPO	US$343 S&Z
9	Tanzania	55	US$57 m	+5%	ARIPO	US$343 S&Z
10	OAPI (17 states)	54	US$73 m	+7%	National	US$1,194 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 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)
BIDVEST	20	US$4,060	US$4,333
PROUDLY BIDVEST	20	US$4,060	US$4,333
STEINER	23	US$4,669	US$4,887
VIAMAX	7	US$1,421	US$1,932
BIDVEST STEINER	12	US$2,436	US$2,856

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 Bidvest's five most-filed brands: word marks of **other companies** (not Bidvest'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 BIDVEST (classes 9, 16, 35, 37, 42; searched 2018-06-27 to 2026-11-07)

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

Similar to PROUDLY BIDVEST (classes 9, 16, 35, 37, 42; searched 2018-04-25 to 2026-11-07)

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

Similar to STEINER (classes 9, 16, 35, 37, 42; searched 2020-10-28 to 2026-11-07)

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

Similar to VIAMAX (classes 16, 35, 36, 37, 38, 39, 42; searched 2018-02-28 to 2026-11-07)

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

Similar to BIDVEST STEINER (classes 9, 16, 35, 37; searched 2018-06-27 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

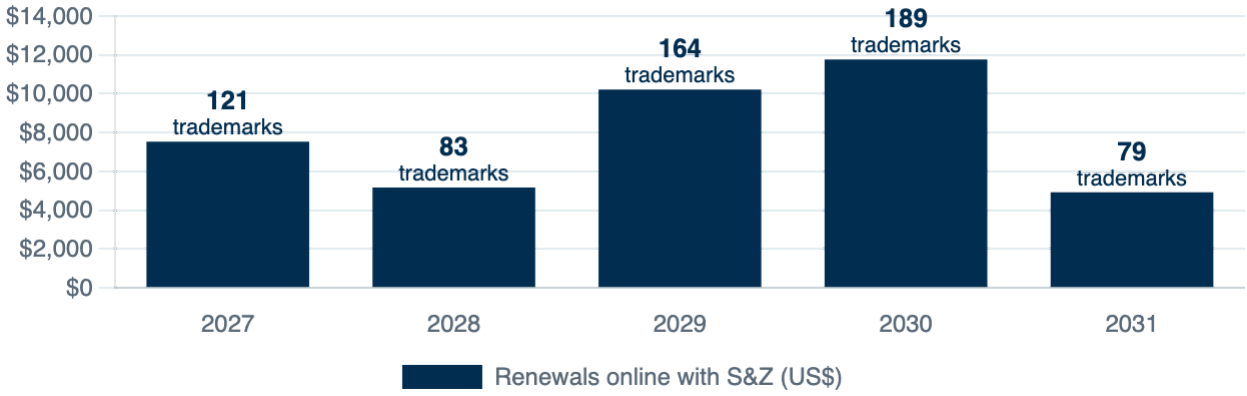
S&Z prices – South African trademarks

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$.

Bidvest's next five years of renewals

636 of Bidvest's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$39,617** over the five years.



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