Clariant – South African trademarks

Updated 8 November 2026

Clariant is a Swiss specialty chemicals company. It makes catalysts, care chemicals and additives for industry and consumer products.

How Clariant 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.

#308
largest trademark owner in South Africa (of 121,626)

188
trademarks filed

2
different logos published since 2020

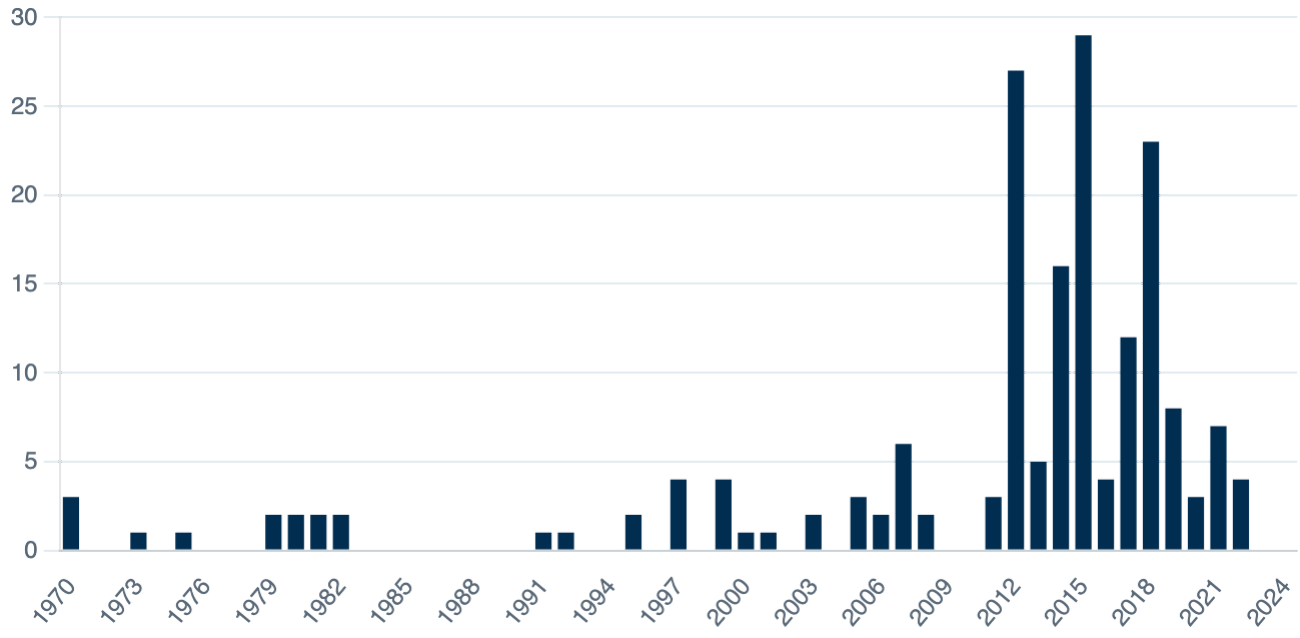
22
of 45 classes used

1960
first trademark filed

61
filed in the last 10 years

A portfolio built over time

Clariant filed its first South African trademark in 1960 and has filed 188 since; its busiest year was 2015, with 29 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

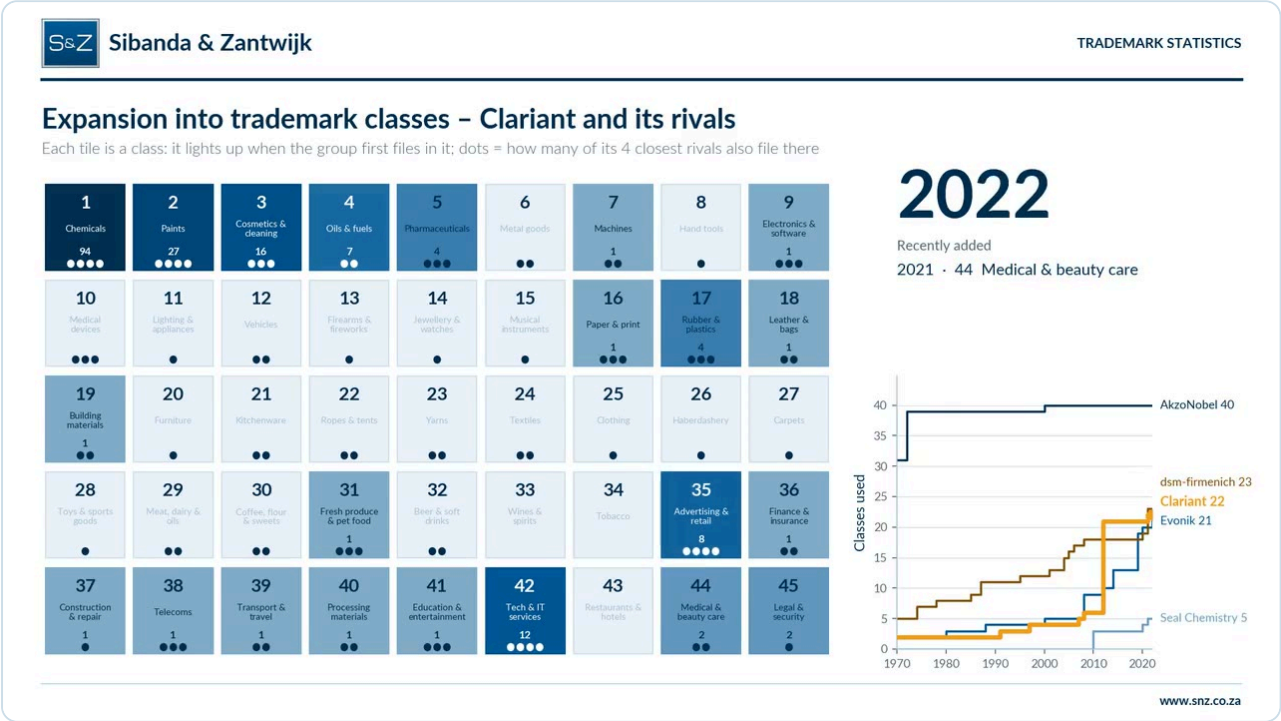
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Clariant	225	1960–2022
Clariant Southern Africa	1	1982–1982

Where Clariant expanded its business

Trademark classes show what a business sells. Clariant's portfolio is concentrated in chemicals (class 1), paints (class 2), cosmetics & cleaning (class 3). Its most recent moves were into medical & beauty care (2021), leather & bags (2012), paper & print (2012).

Clariant trademarks: expansion into trademark classes, 1970–2022



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/clariant-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	94	50.0%	1960
2 Paints	27	14.4%	1962
3 Cosmetics & cleaning	16	8.5%	2012
42 Tech & IT services	12	6.4%	1997
35 Advertising & retail	8	4.3%	2012
4 Oils & fuels	7	3.7%	1991
5 Pharmaceuticals	4	2.1%	2012
17 Rubber & plastics	4	2.1%	2008

The brands Clariant protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	CLARIANT C	21	21	2012–2012
2	DISCOVER VALUE	7	7	2014–2014
3	ECOTAIN	7	7	2014–2014
4	CLARIANT	7	3	1995–2007
5	NIPACIDE	4	4	1999–2015
6	GREATER CHEMISTRY - BETWEEN PEOPLE AND PLANET	3	3	2022–2022
7	360 SERVICE	2	2	2007–2007
8	ADJUWEX	2	2	2021–2021
9	ARISTOFLEX	2	2	2015–2015
10	ARROVIDE	2	2	2006–2006
11	CHEMBERRY	2	2	2018–2018
12	DEPFLUX	2	2	2005–2018
13	DROPFORWARD	2	2	2021–2021
14	EMULSOGEN	2	2	2015–2015
15	ENCAPSOGEN	2	2	2018–2018

Logos filed most often (since 2020)

chemberry

2 filings · 2 classes

eWATCH

1 filing · 1 class

Clariant's logos

The 2 different logos Clariant 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.

chemberry

2 classes

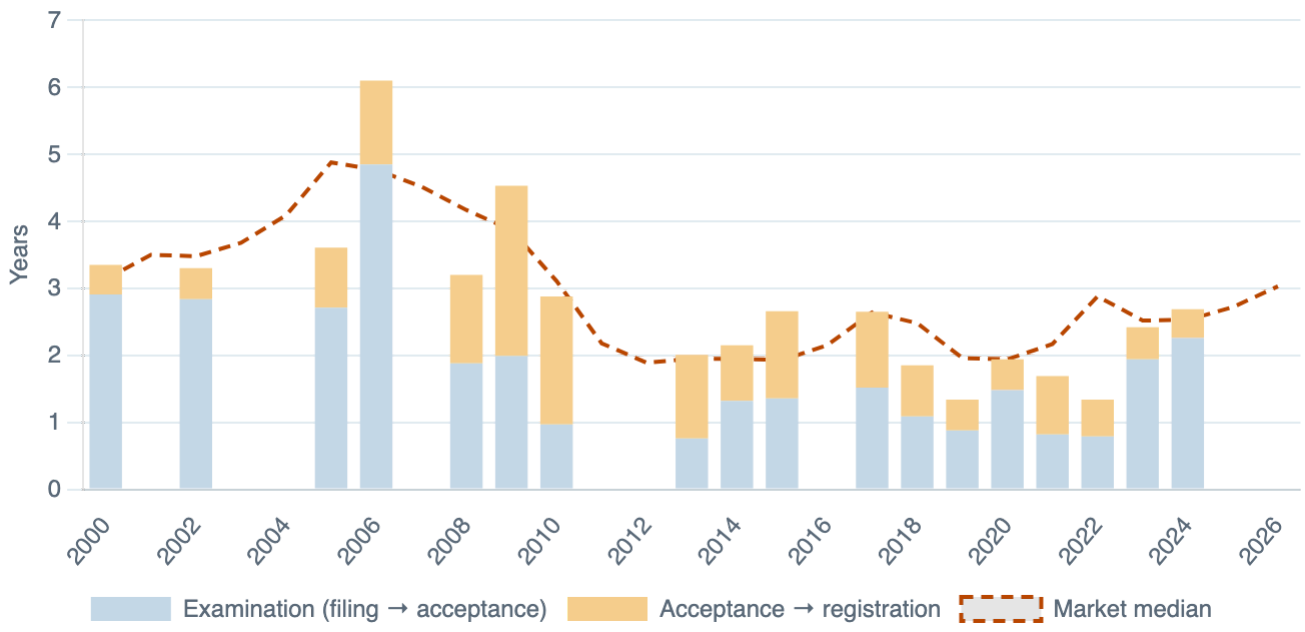
eWATCH

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Clariant'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: 1.7 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

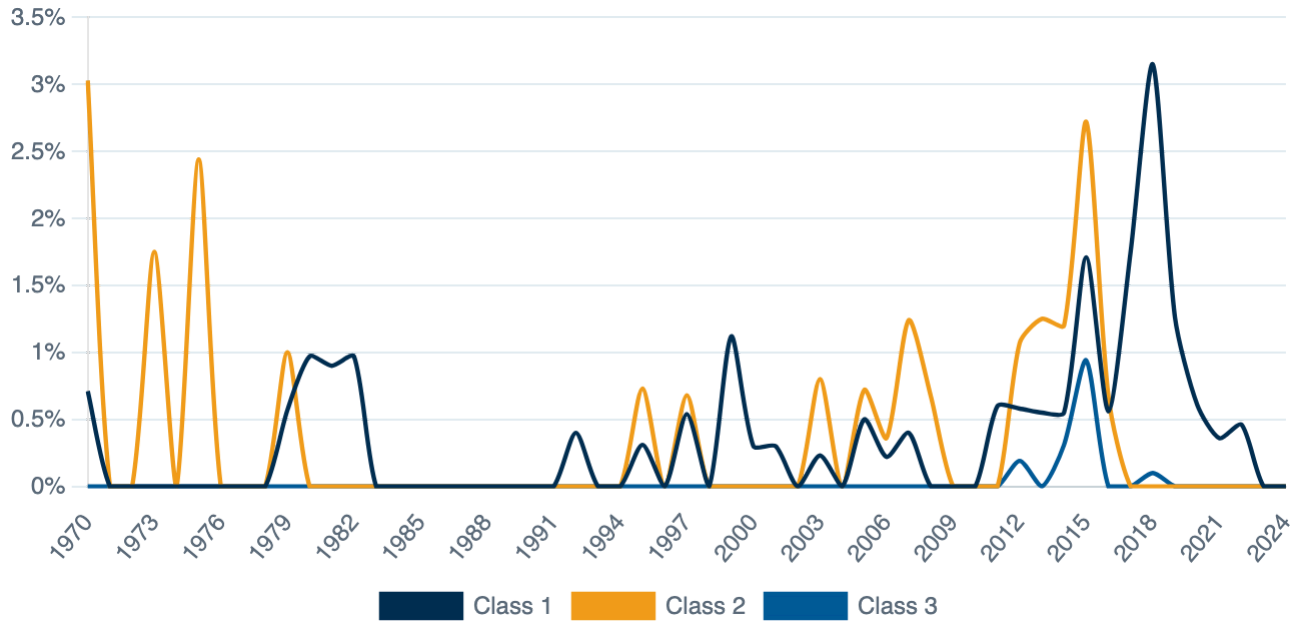


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Clariant's classes

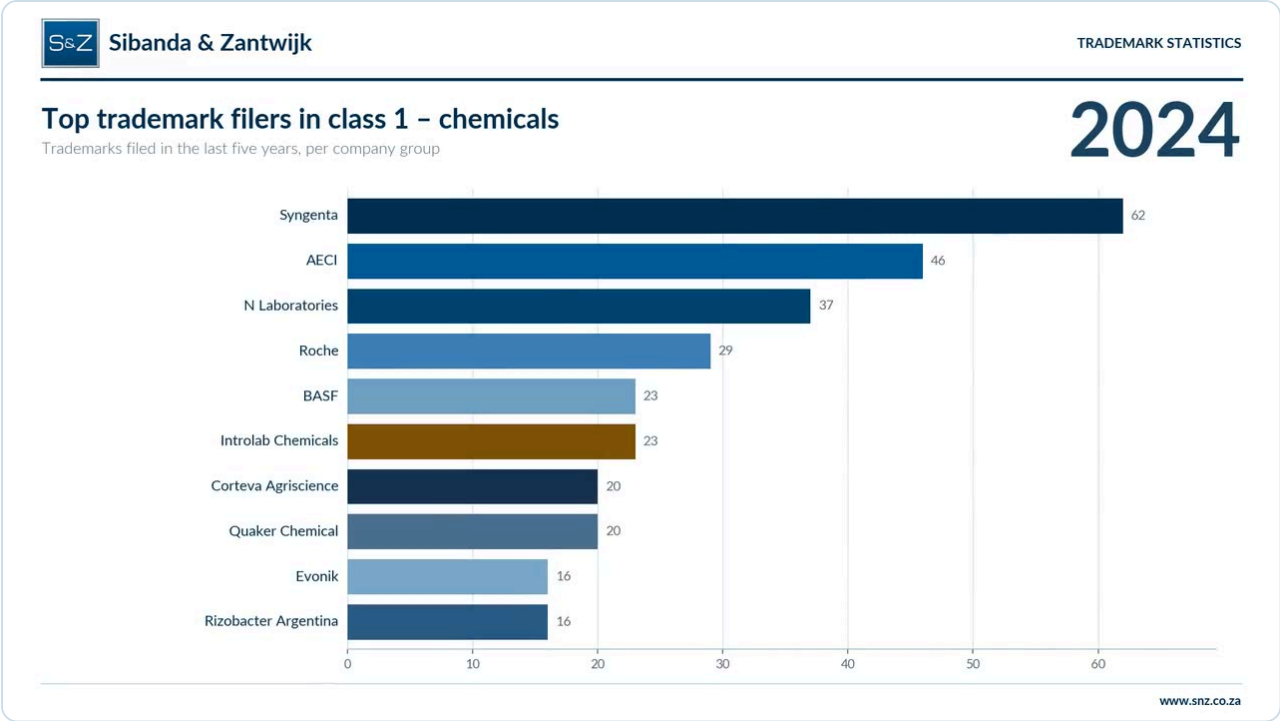
> Ranked by **number of trademarks filed in Clariant's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Clariant's market position, not who is most like it.

In the last five years, Clariant was #37 of 947 filers in class 1 (chemicals), with 7 of 2,054 trademarks.



Clariant'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: Clariant



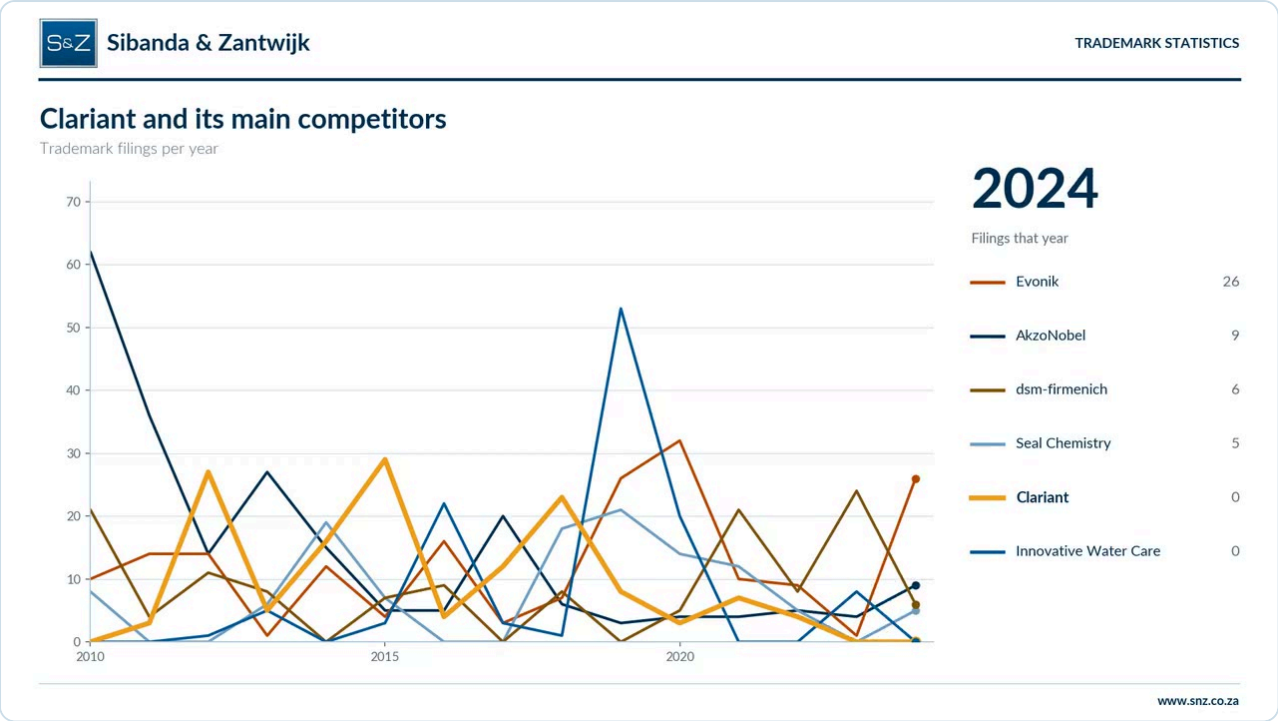
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/clariant-south-african-trademarks/class-1-race-video.html

Main competitors – the companies most like Clariant

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

Clariant's closest competitors in South Africa are AkzoNobel, Evonik, Seal Chemistry and dsm-firmenich.

Clariant 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/clariant-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	AkzoNobel	Direct competitor	92%
2	Evonik	Direct competitor	84%
3	Seal Chemistry	Direct competitor	84%
4	dsm-firmenich	Direct competitor	70%
5	Innovative Water Care	Direct competitor	70%
6	BASF	Direct competitor	70%
7	AECI	Direct competitor	70%
8	Omnia	Direct competitor	69%
9	N Laboratories	Related field	84%
10	Arysta LifeScience	Related field	69%

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

Clariant – relevant export countries

South Africa exported **US$4.0 billion** of the goods Clariant's main classes cover in the last year – chemicals; ingredients; plant extracts; adhesives (class 1); paints; varnishes; oil paints (class 2); essential oils; perfumery; fragrances; laundry (class 3); industrial oils and greases; lubricants; dust absorbing; wetting and binding compositions (class 4); pharmaceutical preparations; dietary supplements; nutritional supplements (class 5). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Clariant's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	72	US$250 m	-6%	National	US$2,388
2	United Kingdom	65	US$34 m	-5%	National	US$1,371
3	Japan	62	US$9.8 m	-6%	National	US$1,774
4	Botswana	62	US$846 m	-16%	ARIPO	US$450
5	Türkiye	61	US$15 m	+2%	National	US$1,258
6	Switzerland	60	US$3.1 m	+17%	National	US$1,660
7	Zimbabwe	60	US$311 m	+124%	ARIPO	US$450
8	Australia	59	US$38 m	-9%	National	US$2,380
9	Canada	59	US$5.9 m	-8%	National	US$2,192
10	Nigeria	58	US$37 m	-24%	National	US$1,015

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Botswana	62	US$846 m	-16%	ARIPO	US$450 S&Z
2	Zimbabwe	60	US$311 m	+124%	ARIPO	US$450 S&Z
3	Nigeria	58	US$37 m	-24%	National	US$1,015 S&Z
4	Namibia	57	US$255 m	+5%	ARIPO	US$450 S&Z
5	Eswatini	57	US$290 m	-5%	National	US$446
6	Mozambique	56	US$233 m	-16%	ARIPO	US$450 S&Z
7	Lesotho	56	US$258 m	-2%	National	US$326
8	Tanzania	56	US$23 m	-5%	ARIPO	US$450 S&Z
9	OAPI (17 states)	55	US$34 m	-12%	National	US$1,563 S&Z
10	Malawi	55	US$39 m	+92%	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)
CLARIANT C	21	US$4,263	US$4,518
DISCOVER VALUE	7	US$1,421	US$1,932
ECOTAIN	7	US$1,421	US$1,932
CLARIANT	3	US$609	US$1,194
NIPACIDE	4	US$812	US$1,378

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 Clariant's five most-filed brands: word marks of **other companies** (not Clariant'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 CLARIANT C (classes 1, 2, 3, 35, 42; searched 2018-01-31 to 2026-11-08)

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

Similar to DISCOVER VALUE (classes 1, 2, 3, 4, 5, 17, 42; searched 2018-02-28 to 2026-11-08)

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

Similar to ECOTAIN (classes 1, 2, 3, 4, 5, 17, 42; searched 2018-09-26 to 2026-11-08)

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

Similar to CLARIANT (classes 1, 2, 42; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to NIPACIDE (classes 1, 2, 3, 4; searched 2021-04-28 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

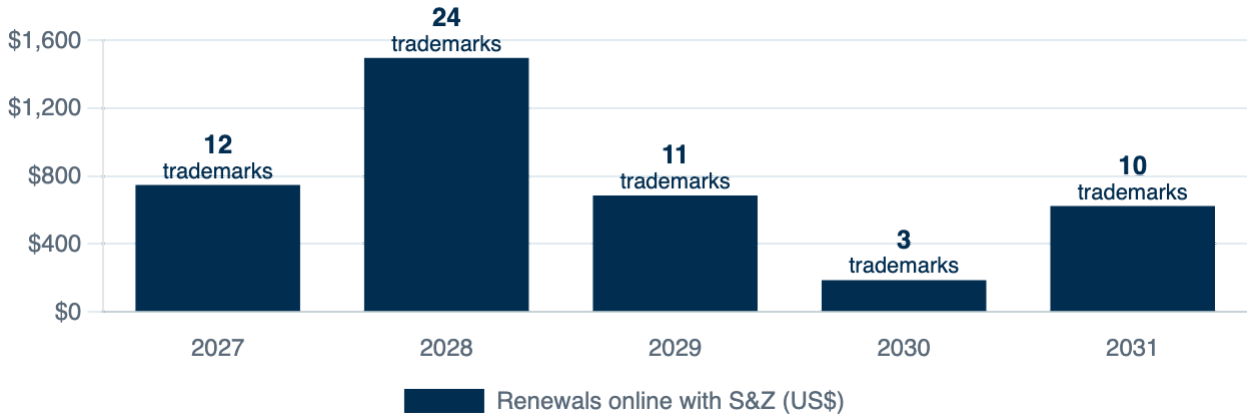
S&Z prices – South African trademarks

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$.

Clariant's next five years of renewals

60 of Clariant's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$3,737 over the five years.



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