DH Brothers Industries – South African trademarks

Updated 8 November 2026

DH Brothers Industries is a South African manufacturer of personal care and cosmetic products, such as body lotions, petroleum jelly and hair care.

How DH Brothers Industries 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.

#302
largest trademark owner in South Africa (of 121,626)

197
trademarks filed

4
different logos published since 2020

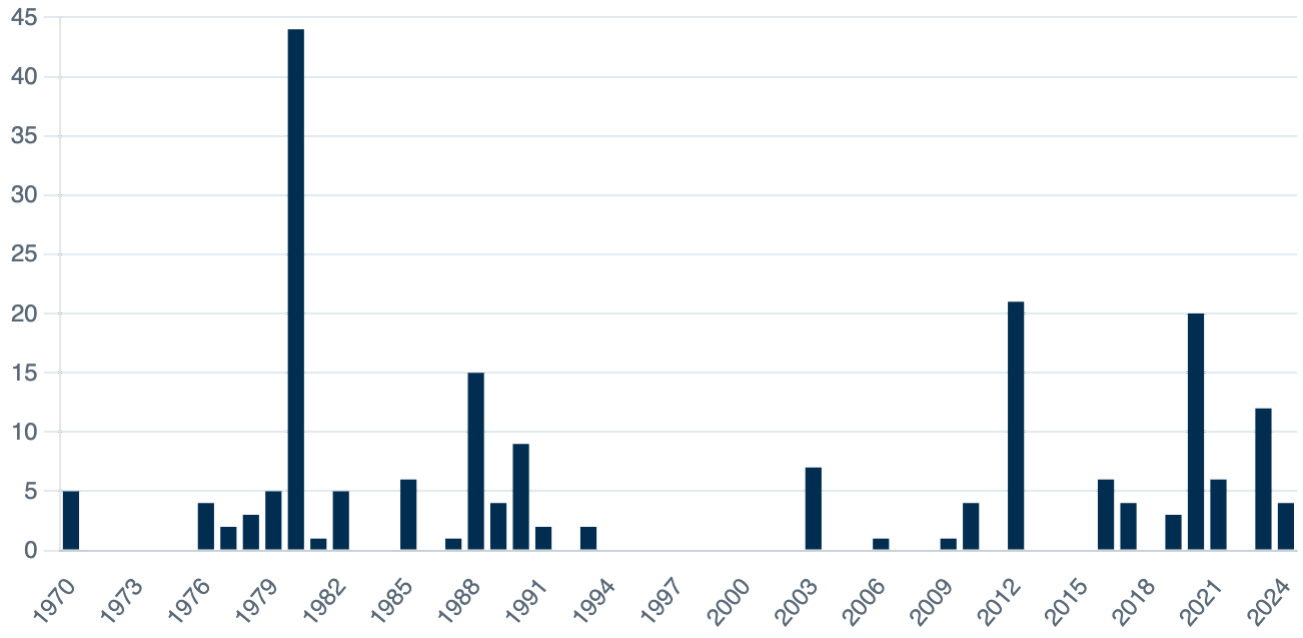
13
of 45 classes used

1970
first trademark filed

55
filed in the last 10 years

A portfolio built over time

DH Brothers Industries filed its first South African trademark in 1970 and has filed 197 since; its busiest year was 1980, with 44 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

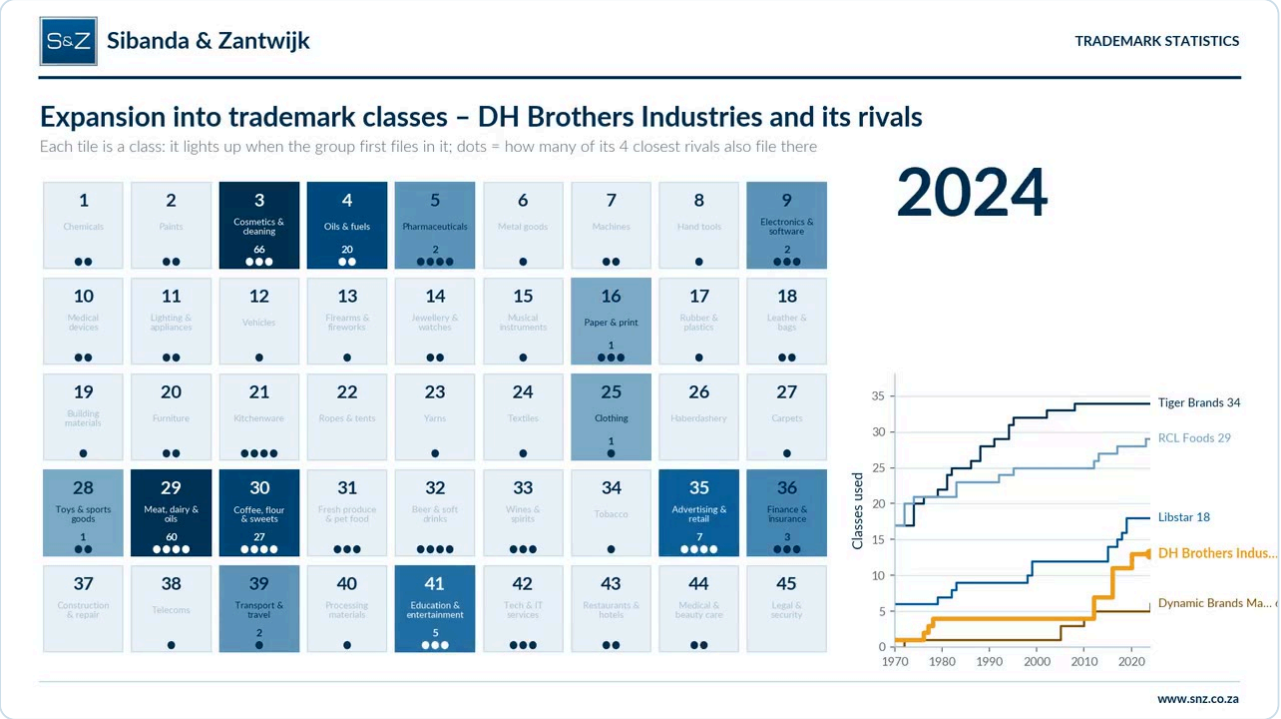
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
DH Brothers Industries	198	1970–2024
D H Brothers Industries	7	2003–2003

Where DH Brothers Industries expanded its business

Trademark classes show what a business sells. DH Brothers Industries' portfolio is concentrated in cosmetics & cleaning (class 3), meat, dairy & oils (class 29), coffee, flour & sweets (class 30). Its most recent moves were into pharmaceuticals (2020), paper & print (2020), advertising & retail (2016).

DH Brothers Industries trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/dh-brothers-industries-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
3 Cosmetics & cleaning	66	33.5%	1978
29 Meat, dairy & oils	60	30.5%	1970
30 Coffee, flour & sweets	27	13.7%	1976
4 Oils & fuels	20	10.2%	1977
35 Advertising & retail	7	3.6%	2016
41 Education & entertainment	5	2.5%	2012
36 Finance & insurance	3	1.5%	2016
5 Pharmaceuticals	2	1.0%	2020

The brands DH Brothers Industries protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	SUNFOIL	11	7	1970–2023
2	A BETTER WAY OF LIVING	9	9	2020–2020
3	WILLOWTON	9	9	2003–2023
4	SONA	7	4	1979–2020
5	D'LITE	6	4	2009–2023
6	ROMI	6	3	1977–2012
7	BRITELITE	6	2	1980–2020
8	RIVA	4	4	1988–1989
9	HAVE A HEART	3	3	2020–2020
10	SUNFOIL HAVE A HEART FOUNDATION	3	3	2020–2020
11	NUVOLITE	3	2	2010–2012
12	AISHA	2	2	1980–1988
13	AUNT NELLIE	2	2	1976–1976
14	BLULITE	2	2	1977–1980
15	CHOCROMY	2	2	1990–2012

Logos filed most often (since 2020)



2 filings · 2 classes



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

DH Brothers Industries' logos

The 4 different logos DH Brothers Industries 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

1 class

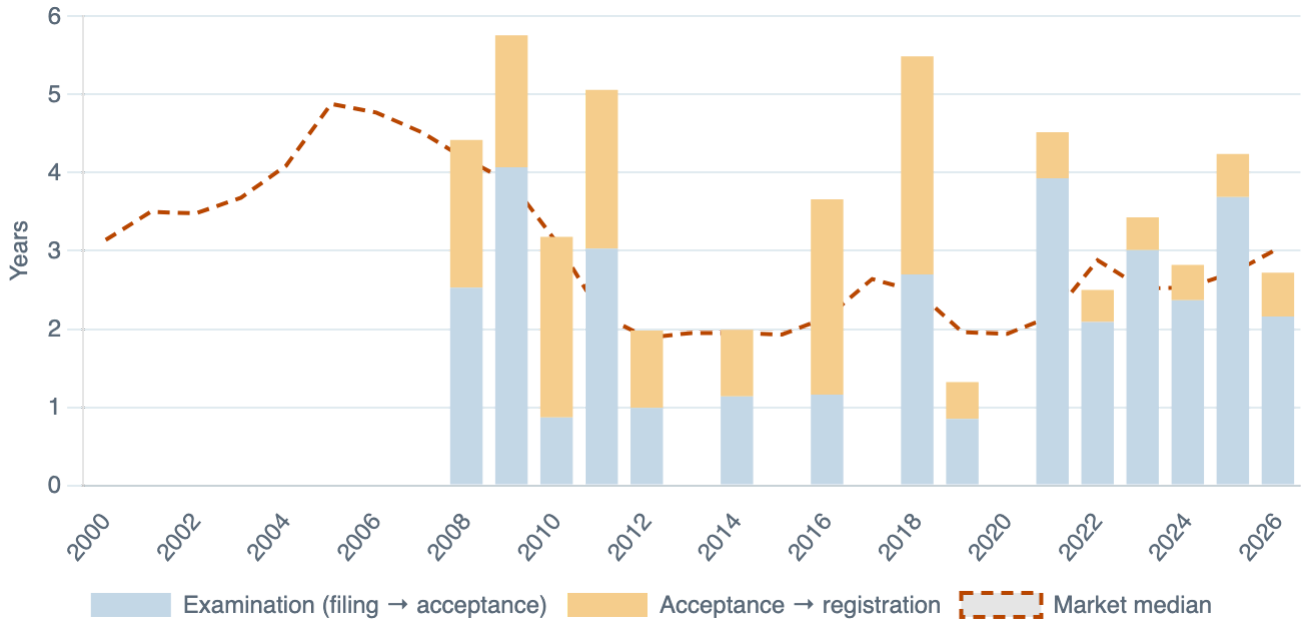
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, DH Brothers Industries' marks took a median of **3.4 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 3.0 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

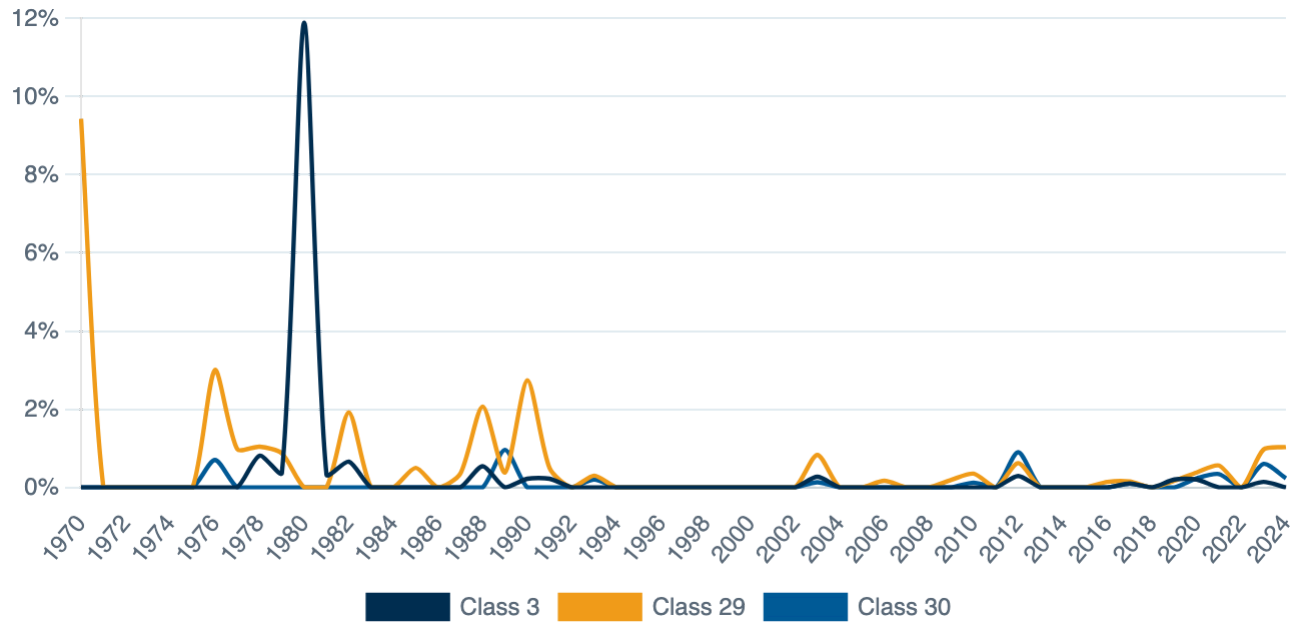


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in DH Brothers Industries' classes

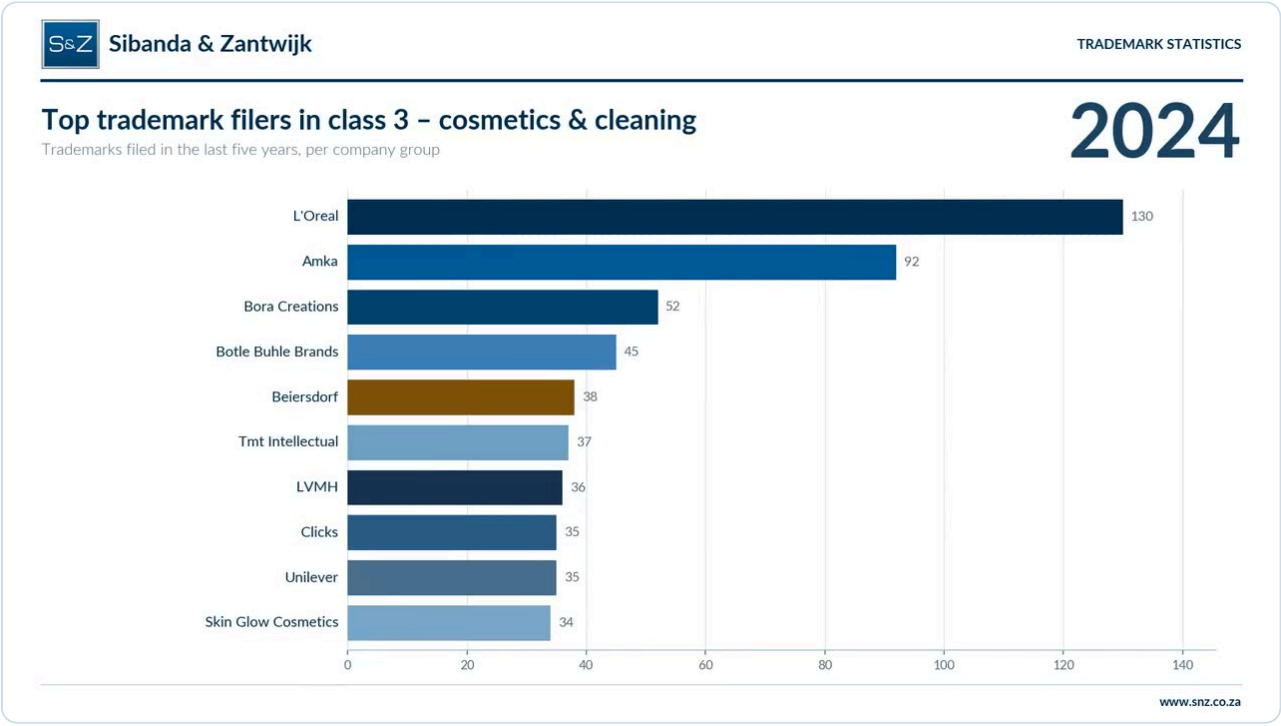
> Ranked by **number of trademarks filed in DH Brothers Industries' main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows DH Brothers Industries' market position, not who is most like it.

In the last five years, DH Brothers Industries was **#215** of 1,836 filers in class 3 (cosmetics & cleaning), with 3 of 3,958 trademarks; **#23** of 919 filers in class 29 (meat, dairy & oils), with 11 of 2,013 trademarks; **#40** of 1,368 filers in class 30 (coffee, flour & sweets), with 9 of 3,209 trademarks.



DH Brothers Industries' share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 3 (cosmetics & cleaning), South Africa 1975–2024: DH Brothers Industries



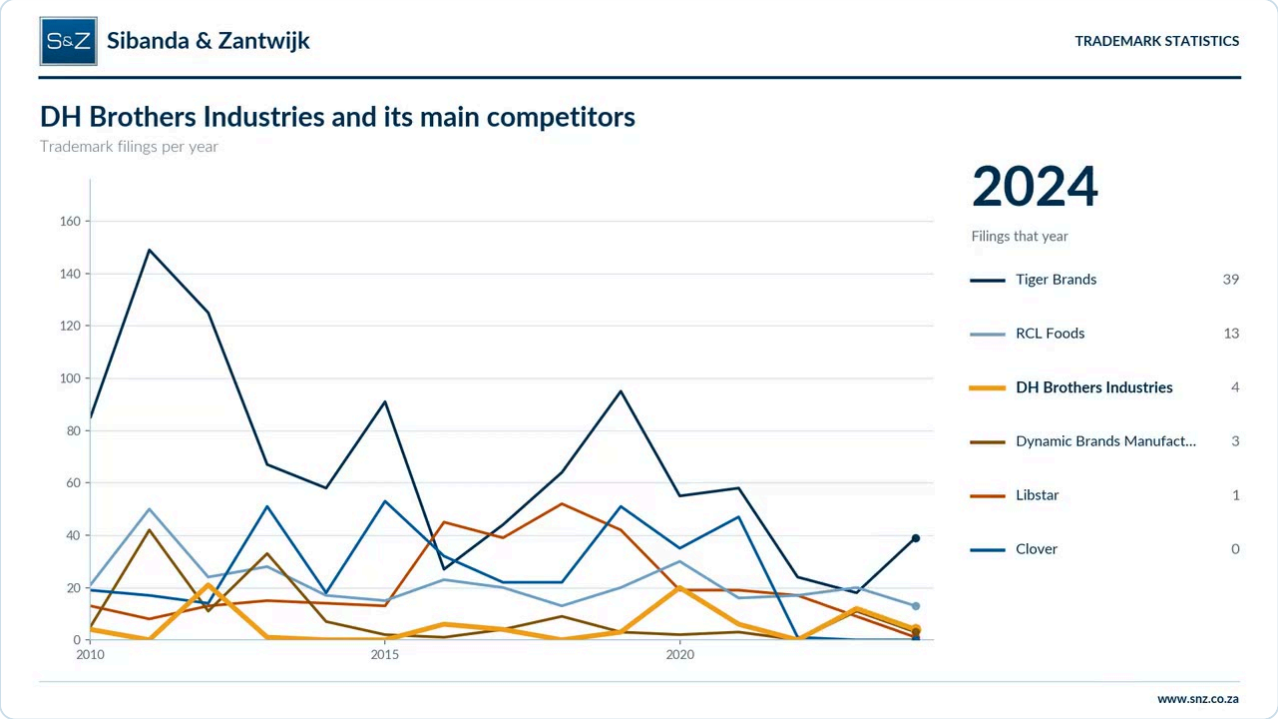
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/dh-brothers-industries-south-african-trademarks/class-3-race-video.html

Main competitors – the companies most like DH Brothers Industries

> Ranked by **how similar their whole trademark portfolio is to DH Brothers Industries'** – 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.

DH Brothers Industries' closest competitors in South Africa are Tiger Brands, Libstar, RCL Foods and Dynamic Brands Manufacturing.

DH Brothers Industries 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/dh-brothers-industries-south-african-trademarks/competitors-video.html

Trademark filings per year: DH Brothers Industries (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Tiger Brands	Direct competitor	88%
2	Libstar	Direct competitor	84%
3	RCL Foods	Direct competitor	82%
4	Dynamic Brands Manufacturing	Direct competitor	82%
5	Clover	Direct competitor	81%
6	Nestlé	Direct competitor	80%
7	Pioneer Foods	Direct competitor	77%
8	AVI	Direct competitor	72%
9	Shoprite	Retailer's own brands	93%
10	Pick n Pay	Retailer's own brands	92%

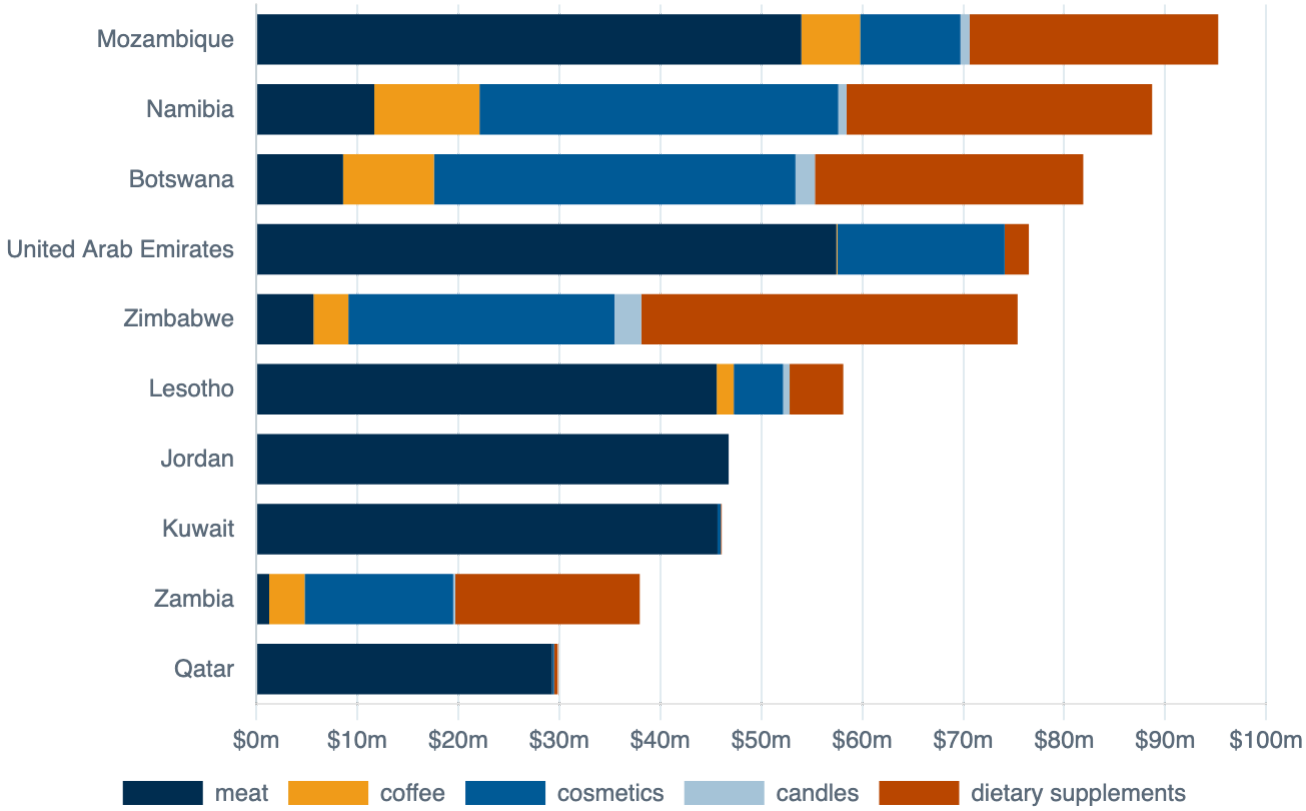
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

DH Brothers Industries – relevant export countries

South Africa exported **US$5.0 billion** of the goods DH Brothers Industries' main classes cover in the last year – cosmetics; essential oils; soaps; lotions (class 3); meat; fish; jams; eggs (class 29); coffee; bread; spices; honey (class 30); candles; fuels; industrial oils and greases; lubricants (class 4); dietary supplements; pharmaceuticals; disinfectants; veterinary preparations (class 5). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where DH Brothers Industries' trademarks matter most.

Where South Africa exports DH Brothers Industries' top goods

DH Brothers Industries' trademarks most often cover meat, coffee, cosmetics, candles and dietary supplements. South Africa's ten largest export markets for these goods took **61%** 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 DH Brothers Industries' 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$370 m	-3%	National	US$2,388
2	United States of America	70	US$183 m	-5%	National	US$3,425
3	China	70	US$63 m	-3%	National	US$1,224
4	United Kingdom	68	US$61 m	-1%	National	US$1,371
5	Japan	63	US$22 m	-4%	National	US$1,774
6	Botswana	61	US$927 m	-15%	ARIPO	US$450
7	Australia	61	US$68 m	-7%	National	US$2,380
8	Switzerland	61	US$8.9 m	+16%	National	US$1,660
9	Türkiye	60	US$9.2 m	+5%	National	US$1,258
10	Zimbabwe	58	US$322 m	+112%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Botswana	61	US$927 m	-15%	ARIPO	US$450 S&Z
2	Zimbabwe	58	US$322 m	+112%	ARIPO	US$450 S&Z
3	Namibia	57	US$329 m	+2%	ARIPO	US$450 S&Z
4	Nigeria	57	US$23 m	-23%	National	US$1,015 S&Z
5	Eswatini	56	US$349 m	-3%	National	US$446
6	Lesotho	56	US$310 m	-4%	National	US$326
7	Egypt	55	US$15 m	+13%	National	US$2,278
8	Malawi	55	US$58 m	+95%	ARIPO	US$450 S&Z
9	Mozambique	55	US$265 m	-15%	ARIPO	US$450 S&Z
10	Tanzania	54	US$24 m	-4%	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)
SUNFOIL	7	US$1,421	US$1,932
A BETTER WAY OF LIVING	9	US$1,827	US$2,302
WILLOWTON	9	US$1,827	US$2,302
SONA	4	US$812	US$1,378
D'LITE	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 DH Brothers Industries' five most-filed brands: word marks of **other companies** (not DH Brothers Industries' 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 SUNFOIL (classes 4, 25, 28, 29, 30, 35, 41; searched 2018-05-30 to 2026-11-08)

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

Similar to A BETTER WAY OF LIVING (classes 3, 4, 29, 30, 35; searched 2018-01-31 to 2026-11-08)

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

Similar to WILLOWTON (classes 3, 4, 29, 30, 35; searched 2018-11-28 to 2026-11-08)

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

Similar to SONA (classes 3, 4, 5, 29; searched 2021-03-31 to 2026-11-08)

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

Similar to D'LITE (classes 29, 30, 35, 41; searched 2019-08-28 to 2026-11-08)

MARK	PUBLISHED	CLASS	APPLICANT
D'LITE	2024-10-30	30	ROYAL OAK Ltd
D'LITE	2024-10-30	29	ROYAL OAK Ltd

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

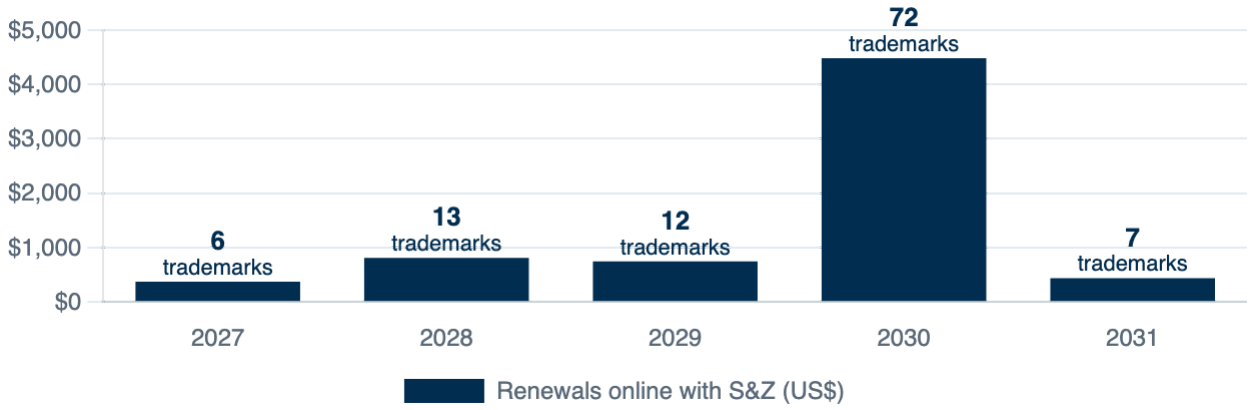
S&Z prices – South African trademarks

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$.

DH Brothers Industries' next five years of renewals

110 of DH Brothers Industries' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$6,852** over the five years.



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