dsm-firmenich – South African trademarks

Updated 8 November 2026

dsm-firmenich is a Swiss-Dutch science company. It makes ingredients for nutrition, health and beauty – including vitamins, flavours, fragrances and animal feed additives.

How dsm-firmenich 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.

#155
largest trademark owner in South Africa (of 121,626)

369
trademarks filed

8
different logos published since 2020

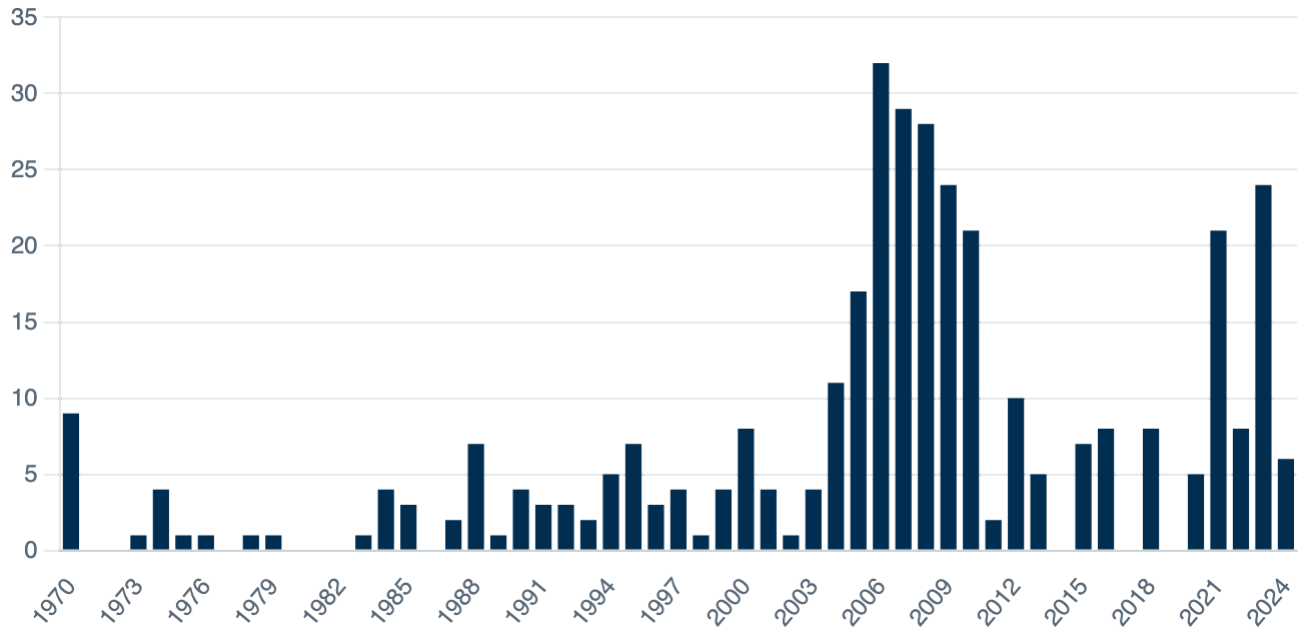
23
of 45 classes used

1952
first trademark filed

80
filed in the last 10 years

A portfolio built over time

dsm-firmenich filed its first South African trademark in 1952 and has filed 369 since; its busiest year was 2006, with 32 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

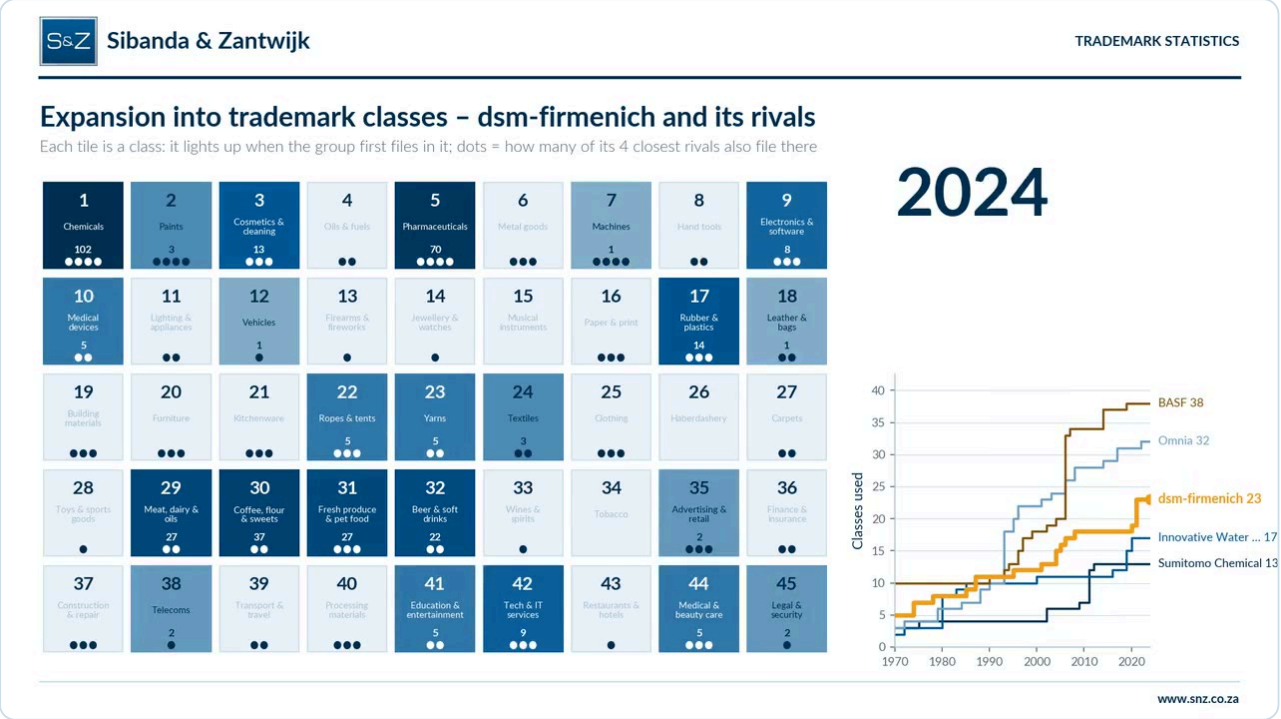
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
dsm-firmenich	407	1952–2024
Dsm Assets	7	2006–2010

Where dsm-firmenich expanded its business

Trademark classes show what a business sells. dsm-firmenich's portfolio is concentrated in chemicals (class 1), pharmaceuticals (class 5), coffee, flour & sweets (class 30). Its most recent moves were into machines (2021), medical & beauty care (2021), legal & security (2021).

dsm-firmenich trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/dsm-firmenich-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	102	27.6%	1952
5 Pharmaceuticals	70	19.0%	1952
30 Coffee, flour & sweets	37	10.0%	1970
29 Meat, dairy & oils	27	7.3%	1974
31 Fresh produce & pet food	27	7.3%	1952
32 Beer & soft drinks	22	6.0%	2004
17 Rubber & plastics	14	3.8%	1952
3 Cosmetics & cleaning	13	3.5%	1995

The brands dsm-firmenich protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	DSM	14	12	1970–2010
2	SUSTELL	12	6	2021–2021
3	DYNEEMA	8	8	1985–2020
4	FATS OF LIFE	8	8	2006–2006
5	TOLERASE	6	5	1999–2012
6	DELVO	5	5	2018–2018
7	I-FLEX	5	5	2007–2007
8	I-FLEX ...I CAN FLEX FREELY	5	5	2008–2008
9	LIFE'S	5	5	2015–2015
10	MAITAO	5	5	2007–2007
11	RESVIDA	5	5	2006–2006
12	FABULESS	5	4	2006–2006
13	ALLQVIDA	4	4	2009–2009
14	B.E.N.	4	4	2022–2022
15	ELVIVIA	4	4	2007–2007

Logos filed most often (since 2020)

ampli-K

13 filings · 2 classes

Sustell

6 filings · 6 classes

Ulteeva Purity

4 filings · 4 classes

CB tru

4 filings · 2 classes

Humiome

2 filings · 2 classes

2 filings · 2 classes

TriPro

2 filings · 2 classes

life's DHA

1 filing · 1 class

dsm-firmenich's logos

The 8 different logos dsm-firmenich 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.

Sustell — 6 classes

Ulteeva Purity — 4 classes

ampli-K — 2 classes

CB tru — 2 classes

Humiome — 2 classes

2 classes

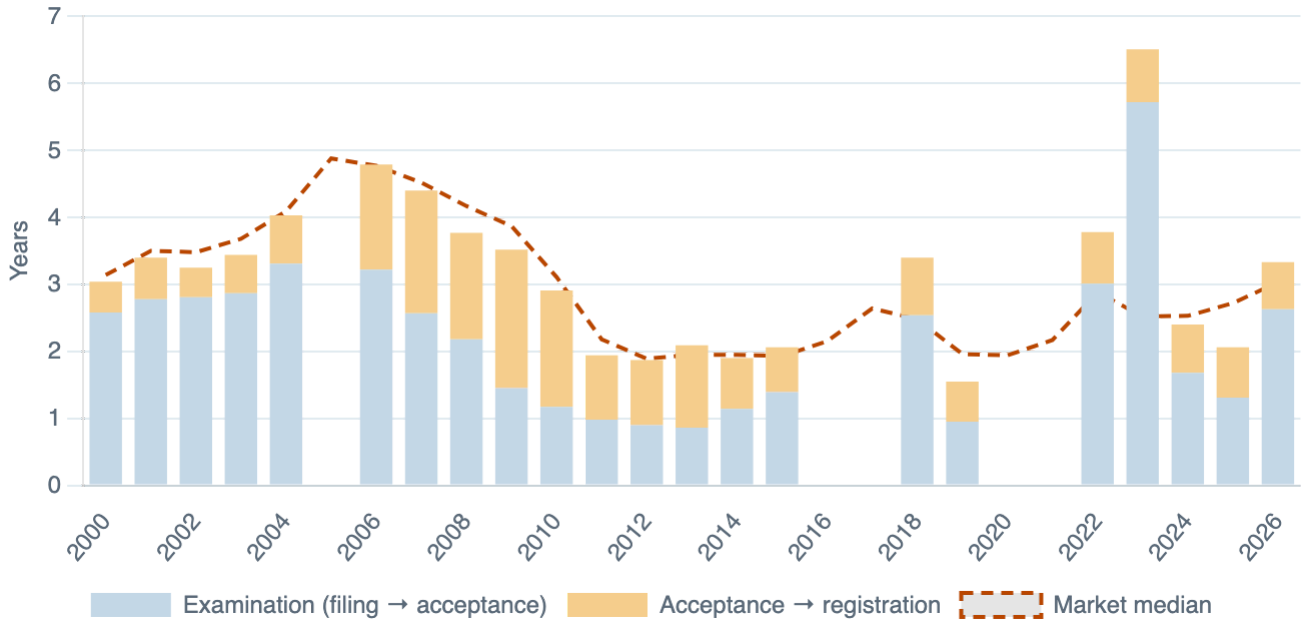
TriPro — 2 classes

life's DHA — 1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, dsm-firmenich's marks took a median of **3.2 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.

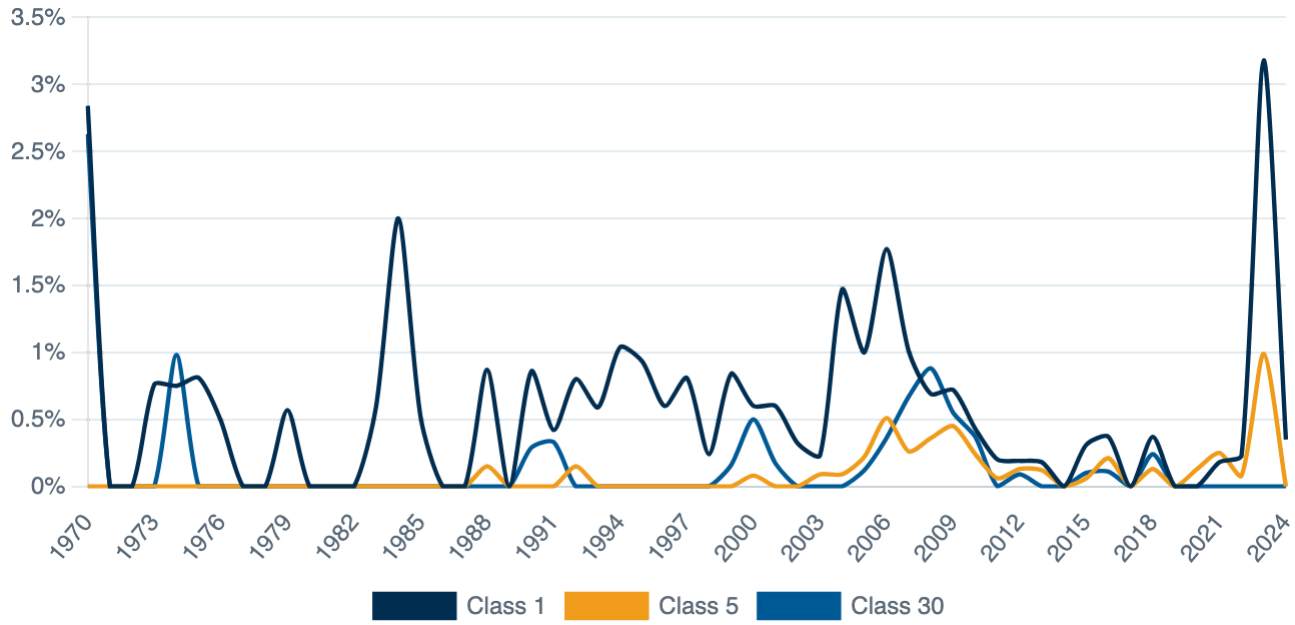


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in dsm-firmenich's classes

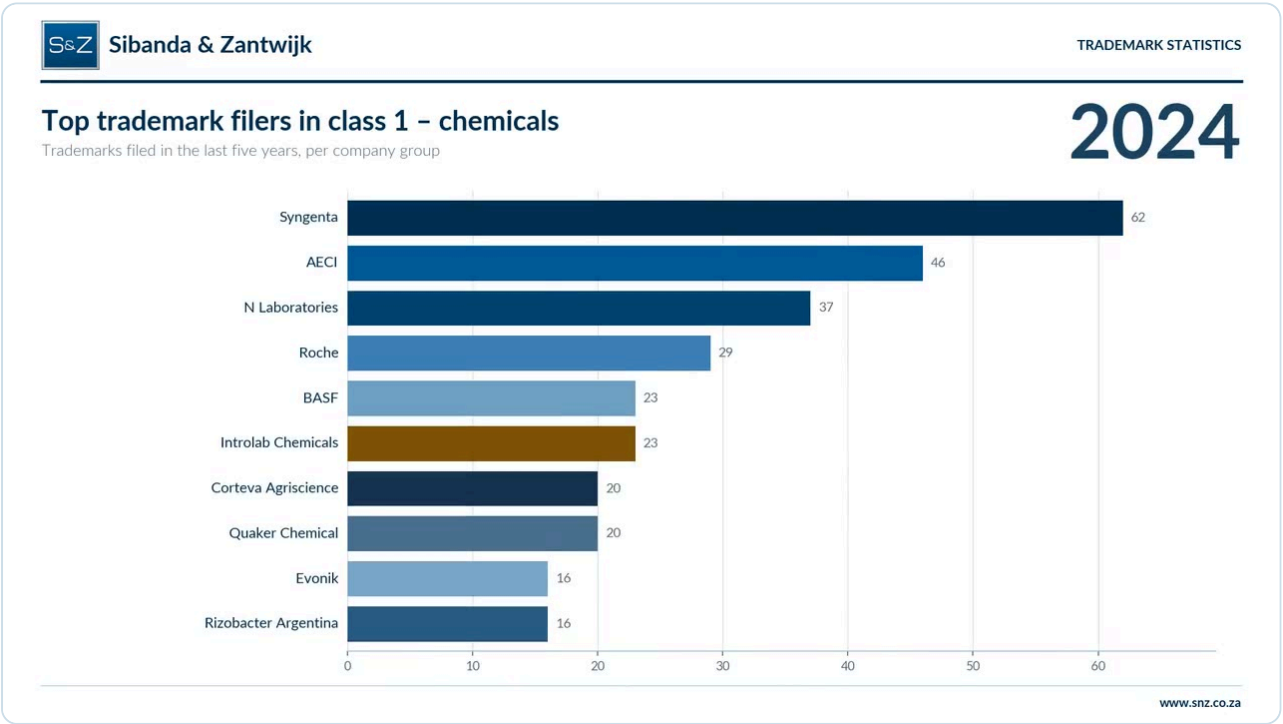
> Ranked by **number of trademarks filed in dsm-firmenich's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows dsm-firmenich's market position, not who is most like it.

In the last five years, dsm-firmenich was **#16** of 947 filers in class 1 (chemicals), with 13 of 2,054 trademarks; **#49** of 2,050 filers in class 5 (pharmaceuticals), with 16 of 6,111 trademarks.



dsm-firmenich'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: dsm-firmenich



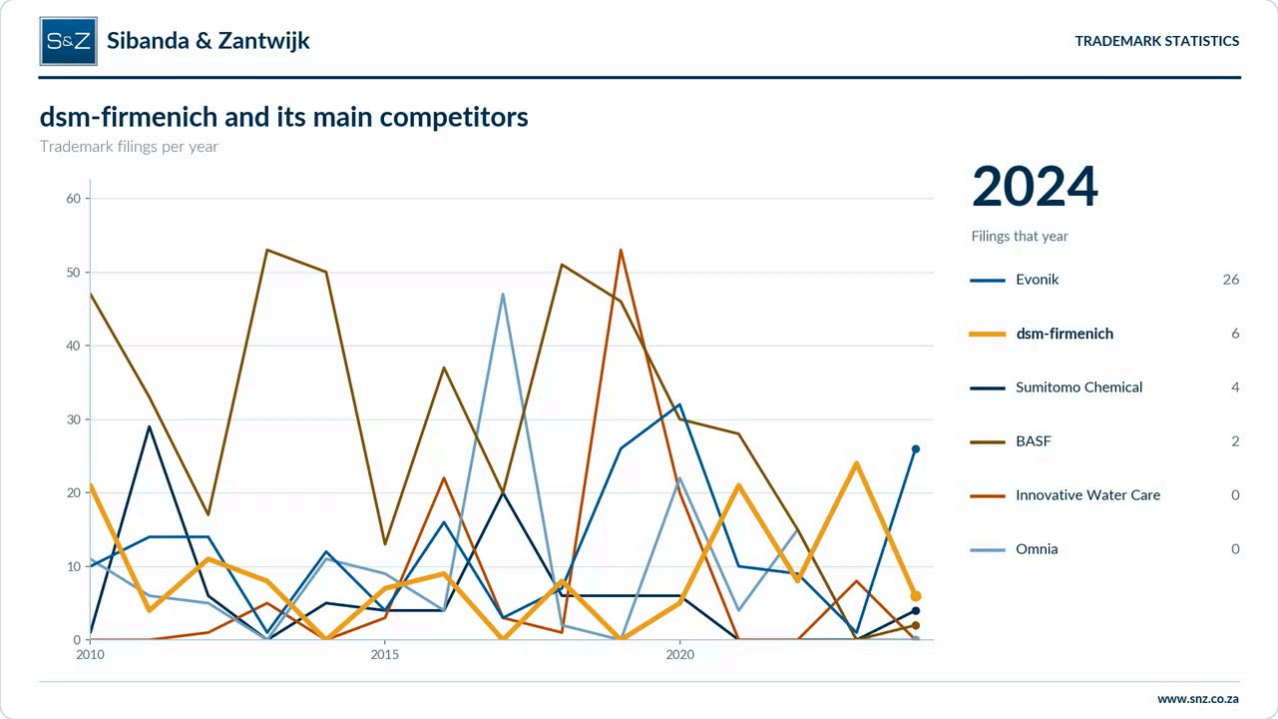
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/dsm-firmenich-south-african-trademarks/class-1-race-video.html

Main competitors – the companies most like dsm-firmenich

> Ranked by **how similar their whole trademark portfolio is to dsm-firmenich'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.

dsm-firmenich's closest competitors in South Africa are Sumitomo Chemical, Innovative Water Care, Omnia and BASF.

dsm-firmenich 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/dsm-firmenich-south-african-trademarks/competitors-video.html

Trademark filings per year: dsm-firmenich (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Sumitomo Chemical	Direct competitor	81%
2	Innovative Water Care	Direct competitor	78%
3	Omnia	Direct competitor	72%
4	BASF	Direct competitor	68%
5	Evonik	Direct competitor	67%
6	AECI	Direct competitor	64%
7	Merck	Direct competitor	64%
8	N Laboratories	Related field	75%
9	Bayer	Related field	72%
10	UPL	Related field	68%

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

dsm-firmenich – relevant export countries

South Africa exported **US$2.3 billion** of the goods dsm-firmenich's main classes cover in the last year – raw materials; vitamins; pharmaceuticals; herb extracts (class 1); dietary supplements; vitamins; vitamin preparations; pharmaceuticals (class 5); bread; cookies; pastries; spices (class 30); meat; jams; cheese; eggs (class 29); foodstuffs; animals; animal feed; fodder (class 31). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where dsm-firmenich's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	79	US$200 m	+2%	National	US$2,388
2	United States of America	72	US$87 m	+0%	National	US$3,425
3	China	71	US$30 m	-8%	National	US$1,224
4	United Kingdom	69	US$45 m	+0%	National	US$1,371
5	Namibia	65	US$248 m	+8%	ARIPO	US$450
6	Zimbabwe	63	US$197 m	+12%	ARIPO	US$450
7	Japan	62	US$8.2 m	-6%	National	US$1,774
8	Botswana	62	US$213 m	+1%	ARIPO	US$450
9	Mozambique	62	US$175 m	+6%	ARIPO	US$450
10	Türkiye	60	US$16 m	+15%	National	US$1,258

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	65	US$248 m	+8%	ARIPO	US$450 S&Z
2	Zimbabwe	63	US$197 m	+12%	ARIPO	US$450 S&Z
3	Botswana	62	US$213 m	+1%	ARIPO	US$450 S&Z
4	Mozambique	62	US$175 m	+6%	ARIPO	US$450 S&Z
5	Lesotho	57	US$99 m	-6%	National	US$326
6	Nigeria	57	US$30 m	-10%	National	US$1,015 S&Z
7	Malawi	57	US$32 m	+13%	ARIPO	US$450 S&Z
8	Eswatini	56	US$86 m	-6%	National	US$446
9	Egypt	54	US$13 m	-1%	National	US$2,278
10	OAPI (17 states)	54	US$19 m	+3%	National	US$1,563 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)
DSM	12	US$2,436	US$2,856
SUSTELL	6	US$1,218	US$1,748
DYNEEMA	8	US$1,624	US$2,117
FATS OF LIFE	8	US$1,624	US$2,117
TOLERASE	5	US$1,015	US$1,563

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 dsm-firmenich's five most-filed brands: word marks of **other companies** (not dsm-firmenich'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 DSM (classes 1, 5, 29, 30, 31; searched 2018-01-31 to 2026-11-08)

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

Similar to SUSTELL (classes 9, 38, 41, 42, 44, 45; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to DYNEEMA (classes 9, 10, 12, 17, 18, 22, 23, 24; searched 2018-04-25 to 2026-11-08)

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

Similar to FATS OF LIFE (classes 1, 5, 29, 30, 31, 32, 35, 41; searched 2018-01-31 to 2026-11-08)

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

Similar to TOLERASE (classes 1, 5, 29, 30, 32; no close matches in the search)

No confusingly similar marks of other companies found.

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

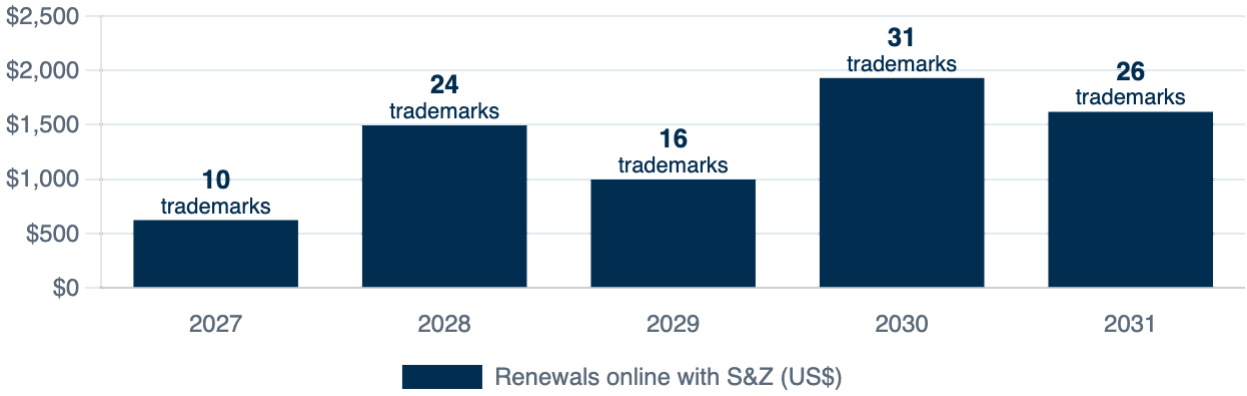
S&Z prices – South African trademarks

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$.

dsm-firmenich's next five years of renewals

107 of dsm-firmenich's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$6,666** over the five years.



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