Ecolab – South African trademarks

Updated 8 November 2026

Ecolab is an American company that supplies cleaning, hygiene and water treatment products and services to hospitality, health care, food and industrial businesses.

How Ecolab 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.

#310
largest trademark owner in South Africa (of 121,626)

188
trademarks filed

2
different logos published since 2020

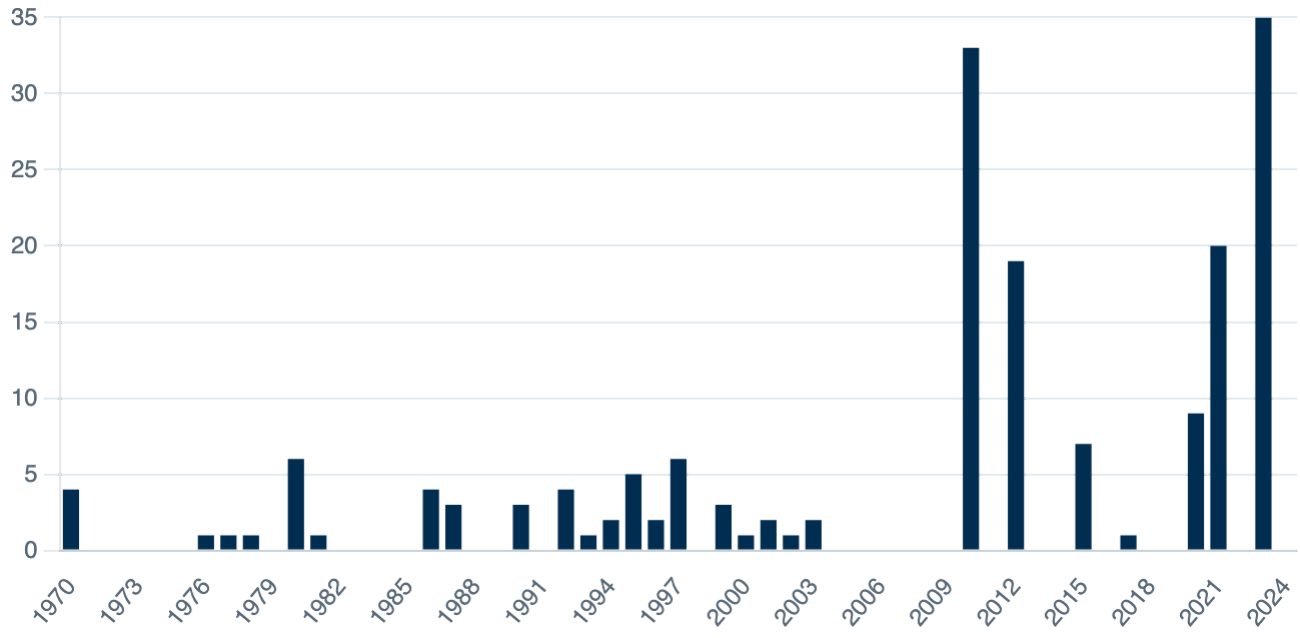
33
of 45 classes used

1950
first trademark filed

65
filed in the last 10 years

A portfolio built over time

Ecolab filed its first South African trademark in 1950 and has filed 188 since; its busiest year was 2023, with 35 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

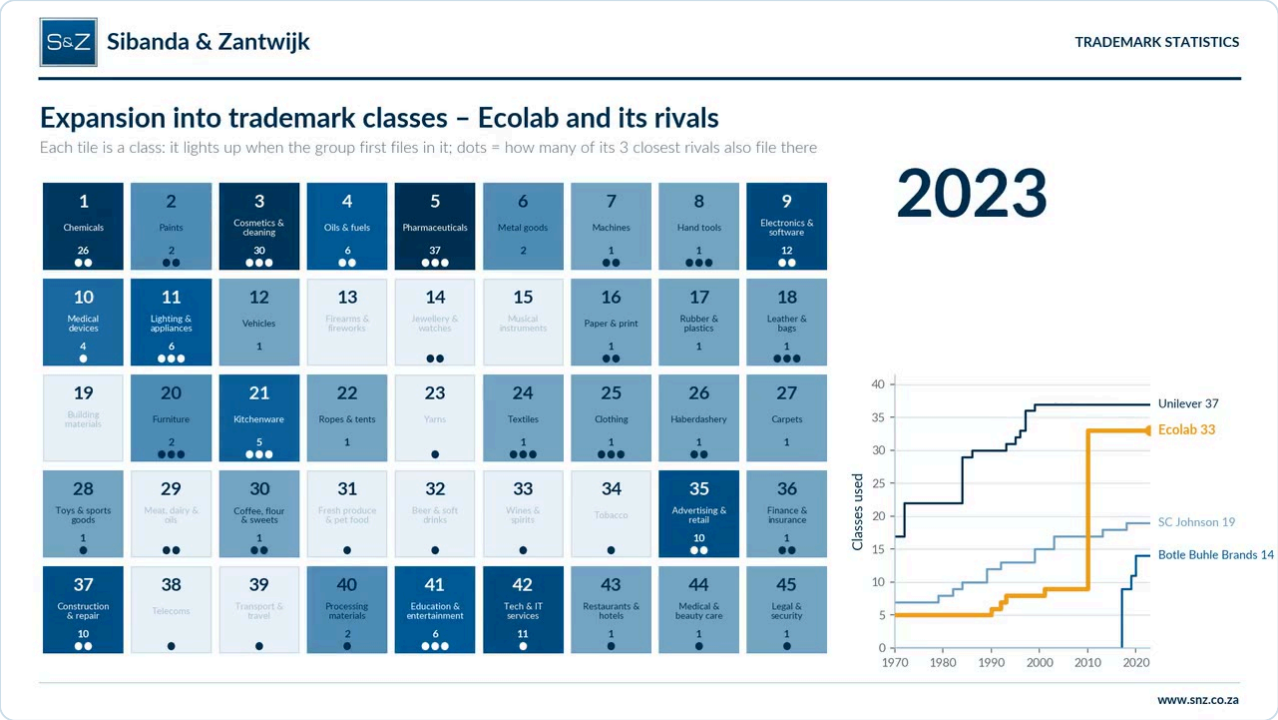
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Ecolab	213	1950–2023

Where Ecolab expanded its business

Trademark classes show what a business sells. Ecolab's portfolio is concentrated in pharmaceuticals (class 5), cosmetics & cleaning (class 3), chemicals (class 1). Its most recent moves were into vehicles (2010), coffee, flour & sweets (2010), rubber & plastics (2010).

Ecolab trademarks: expansion into trademark classes, 1970–2023



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/ecolab-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
5 Pharmaceuticals	37	19.7%	1950
3 Cosmetics & cleaning	30	16.0%	1966
1 Chemicals	26	13.8%	1950
9 Electronics & software	12	6.4%	1966
42 Tech & IT services	11	5.9%	1993
37 Construction & repair	10	5.3%	2010
35 Advertising & retail	10	5.3%	2010
11 Lighting & appliances	6	3.2%	2010

The brands Ecolab protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	ECOLAB	61	33	1986–2023
2	ECOLAB. PROTECTING WHAT'S VITAL	9	9	2023–2023
3	NALCO	9	8	1950–2020
4	WHERE HEALTH BEGINS	7	7	2021–2021
5	KLERCIDE	4	4	2015–2015
6	BASE PROTECT	3	3	2012–2012
7	ECOSURE	3	3	2021–2021
8	FOOD PROTECT	3	3	2012–2012
9	Global Protect	3	3	2012–2012
10	MAGNUS	3	3	1970–1970
11	MARANON	3	3	2012–2012
12	MIKRO-QUAT	3	3	2020–2020
13	OASIS	3	3	2021–2021
14	Rest Protect	3	3	2012–2012
15	SOILAX-KLENZADE	3	3	1966–1976

Logos filed most often (since 2020)



18 filings · 9 classes



2 filings · 2 classes

Ecolab's logos

The 2 different logos Ecolab 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.

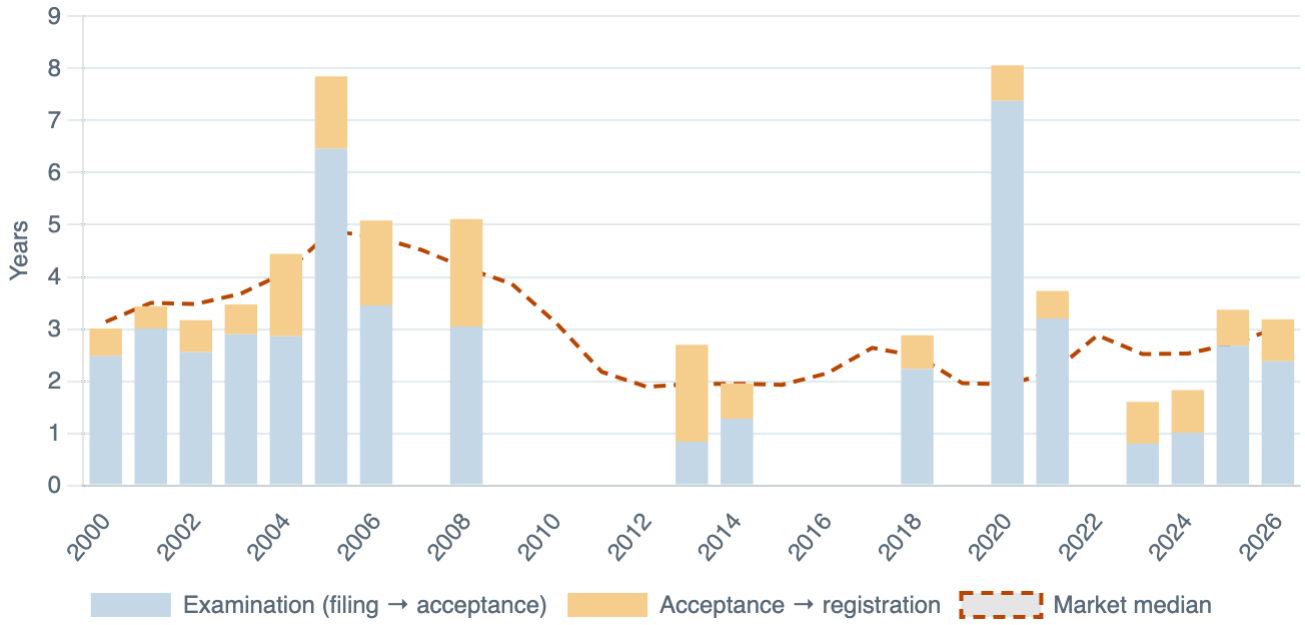
9 classes

2 classes

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Ecolab'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: 2.4 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

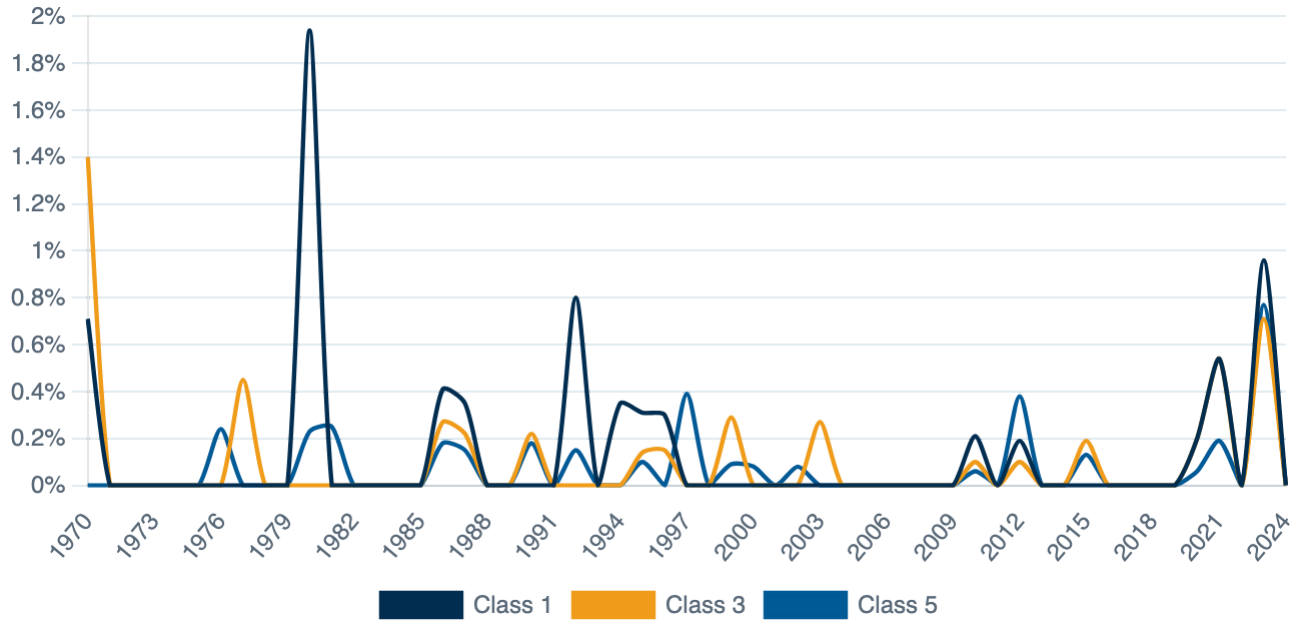


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Ecolab's classes

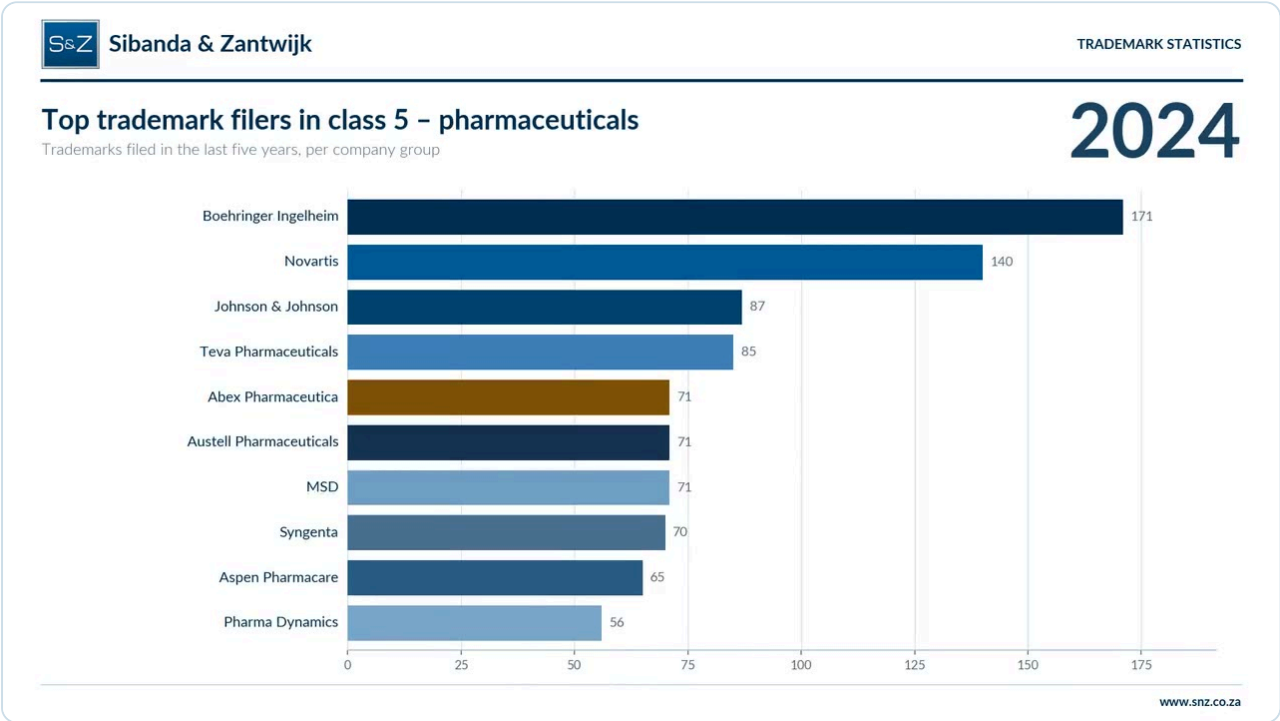
> Ranked by **number of trademarks filed in Ecolab's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Ecolab's market position, not who is most like it.

In the last five years, Ecolab was **#79** of 2,050 filers in class 5 (pharmaceuticals), with 11 of 6,111 trademarks; **#30** of 1,836 filers in class 3 (cosmetics & cleaning), with 12 of 3,958 trademarks; **#39** of 947 filers in class 1 (chemicals), with 7 of 2,054 trademarks.



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

Top trademark filers in class 5 (pharmaceuticals), South Africa 1975–2024: Ecolab



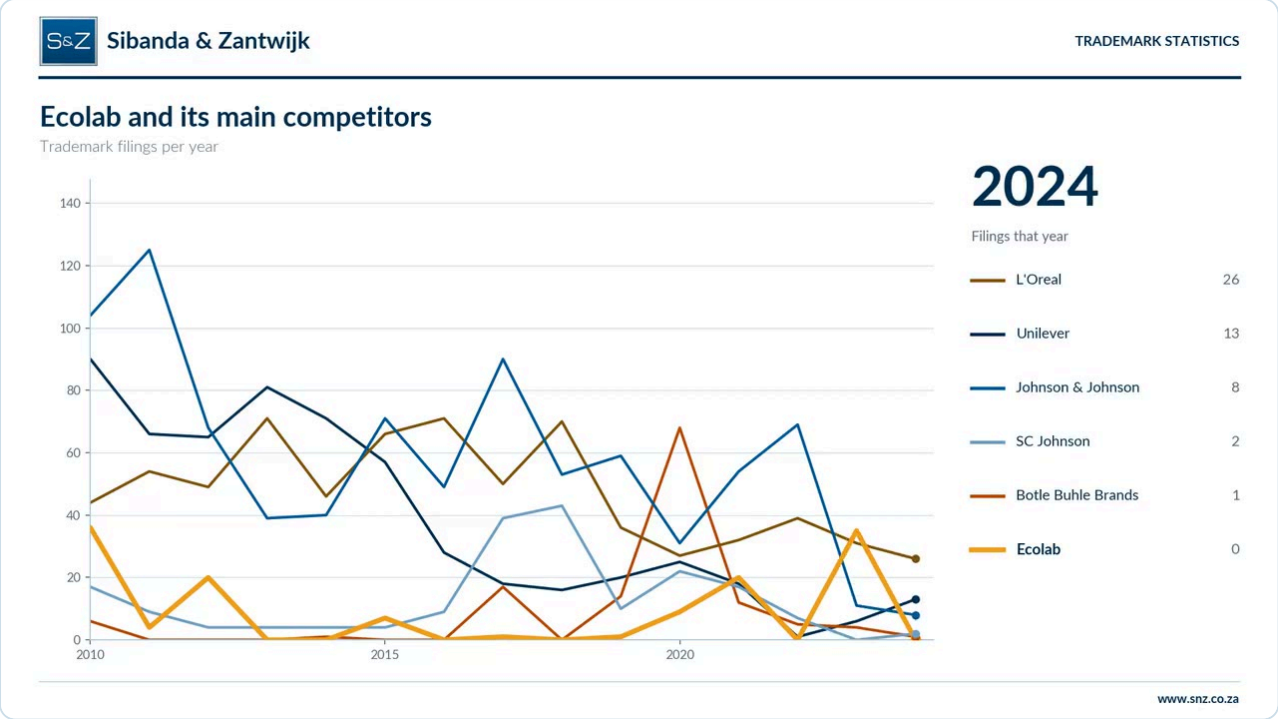
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/ecolab-south-african-trademarks/class-5-race-video.html

Main competitors – the companies most like Ecolab

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

Ecolab's closest competitors in South Africa are Unilever, Botle Buhle Brands and SC Johnson.

Ecolab 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/ecolab-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Unilever	Direct competitor	68%
2	Botle Buhle Brands	Direct competitor	67%
3	SC Johnson	Direct competitor	65%
4	L'Oreal	Related field	74%
5	Johnson & Johnson	Related field	67%
6	Shoprite	Retailer's own brands	88%
7	Pick n Pay	Retailer's own brands	81%
8	Pepkor	Retailer's own brands	80%
9	TFG	Retailer's own brands	68%
10	Clicks	Retailer's own brands	66%

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

Ecolab – relevant export countries

South Africa exported **US$2.9 billion** of the goods Ecolab's main classes cover in the last year – pharmaceutical preparations; disinfectants; dietary supplements; nutritional supplements (class 5); cosmetics; soaps; essential oils; polishing (class 3); chemicals; agriculture; adhesives; detergents (class 1); computer software; computer hardware; computers; downloadable software (class 9); equipment; sterilizers; disinfectant apparatus; parts (class 11). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Ecolab's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	78	US$292 m	+0%	National	US$2,388
2	United States of America	74	US$120 m	+2%	National	US$3,425
3	United Kingdom	65	US$58 m	-3%	National	US$1,371
4	Japan	60	US$16 m	-3%	National	US$1,774
5	Australia	58	US$51 m	-5%	National	US$2,380
6	Canada	58	US$12 m	-4%	National	US$2,192
7	Hong Kong SAR	55	US$3.6 m	+9%	National	US$1,715
8	Russian Federation	55	US$8.7 m	-2%	National	US$1,915
9	Zimbabwe	55	US$306 m	+11%	ARIPO	US$450
10	Namibia	54	US$316 m	+14%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Zimbabwe	55	US$306 m	+11%	ARIPO	US$450 S&Z
2	Namibia	54	US$316 m	+14%	ARIPO	US$450 S&Z
3	Botswana	51	US$323 m	-4%	ARIPO	US$450 S&Z
4	Nigeria	49	US$37 m	-6%	National	US$1,015 S&Z
5	Mozambique	49	US$195 m	+2%	ARIPO	US$450 S&Z
6	OAPI (17 states)	48	US$39 m	+7%	National	US$1,563 S&Z
7	Egypt	46	US$4.0 m	-2%	National	US$2,278
8	Morocco	46	US$2.8 m	+11%	National	US$1,408
9	Tanzania	45	US$29 m	-2%	ARIPO	US$450 S&Z
10	Malawi	45	US$65 m	+15%	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)
ECOLAB	33	US$6,699	US$6,734
ECOLAB. PROTECTING WHAT'S VITAL	9	US$1,827	US$2,302
NALCO	8	US$1,624	US$2,117
WHERE HEALTH BEGINS	7	US$1,421	US$1,932
KLERCIDE	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 Ecolab's five most-filed brands: word marks of **other companies** (not Ecolab'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 ECOLAB (classes 1, 3, 5, 9, 42; searched 2019-04-24 to 2026-11-08)

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

Similar to ECOLAB. PROTECTING WHAT'S VITAL (classes 1, 3, 5, 9, 42; searched 2018-01-31 to 2026-11-08)

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

Similar to NALCO (classes 1, 2, 4, 5, 6, 9, 40, 42; searched 2020-01-29 to 2026-11-08)

MARK	PUBLISHED	CLASS	APPLICANT
NALKO	2024-06-26	42	NALKO ENGINEERING & PROJECTS PTY (LTD

Similar to WHERE HEALTH BEGINS (classes 1, 3, 5, 9, 35, 41, 42; searched 2018-01-31 to 2026-11-08)

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

Similar to KLERCIDE (classes 3, 5, 10, 21; searched 2020-02-26 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

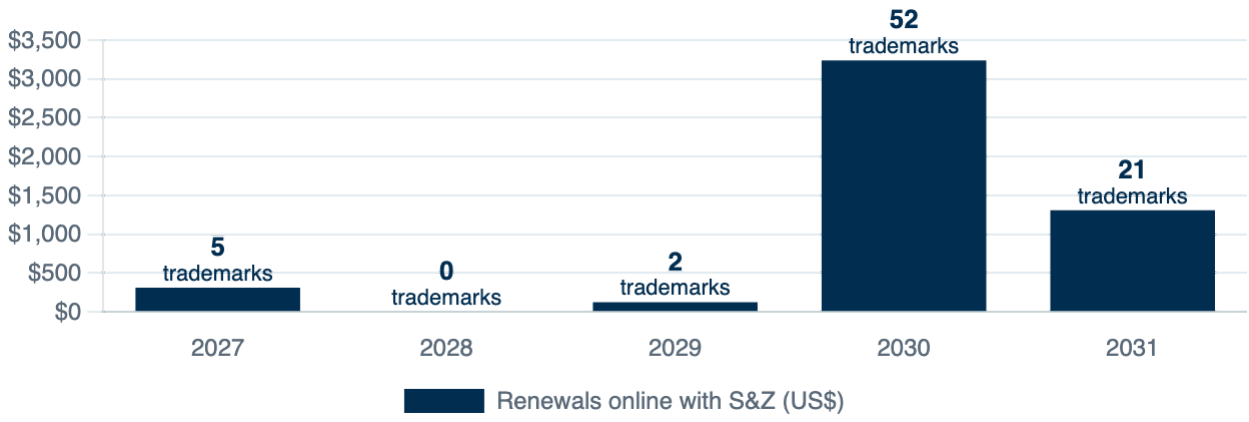
S&Z prices – South African trademarks

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$.

Ecolab's next five years of renewals

80 of Ecolab's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$4,983 over the five years.



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