Engen – South African trademarks

Updated 8 November 2026

Engen is a South African fuel and lubricants company with one of the largest service station networks in Southern Africa, along with convenience stores and its own lubricant brands.

How Engen 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.

#109
largest trademark owner in South Africa (of 121,626)

530
trademarks filed

15
different logos published since 2020

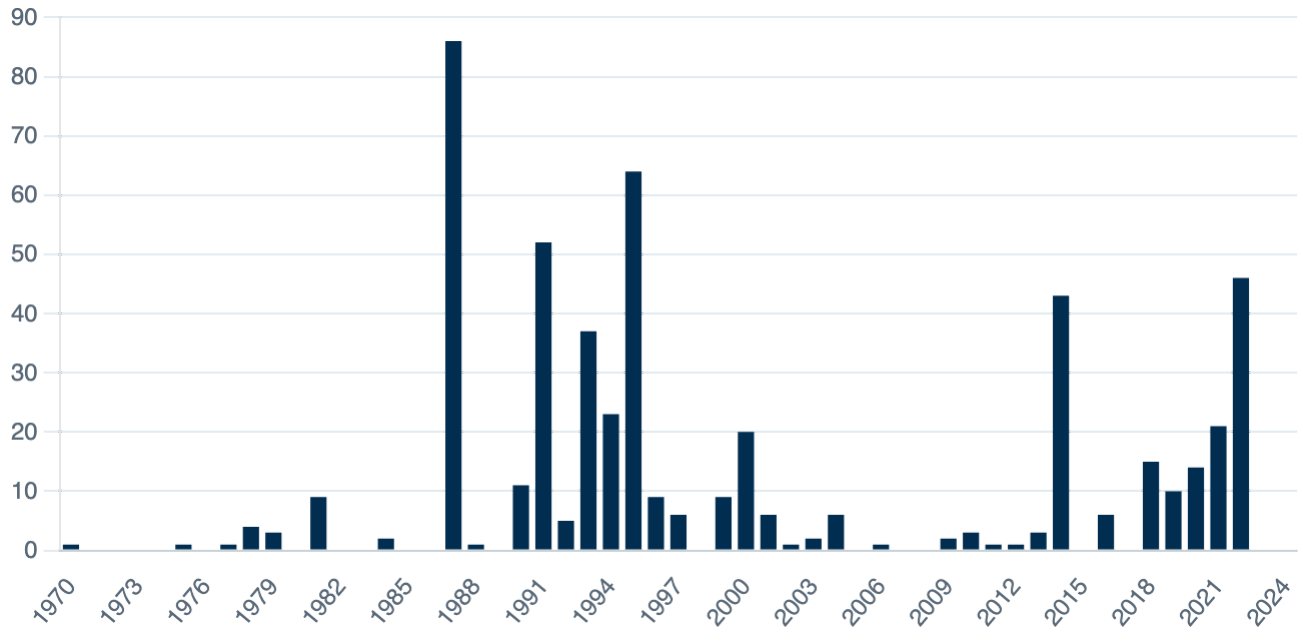
39
of 45 classes used

1926
first trademark filed

112
filed in the last 10 years

A portfolio built over time

Engen filed its first South African trademark in 1926 and has filed 530 since; its busiest year was 1987, with 86 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

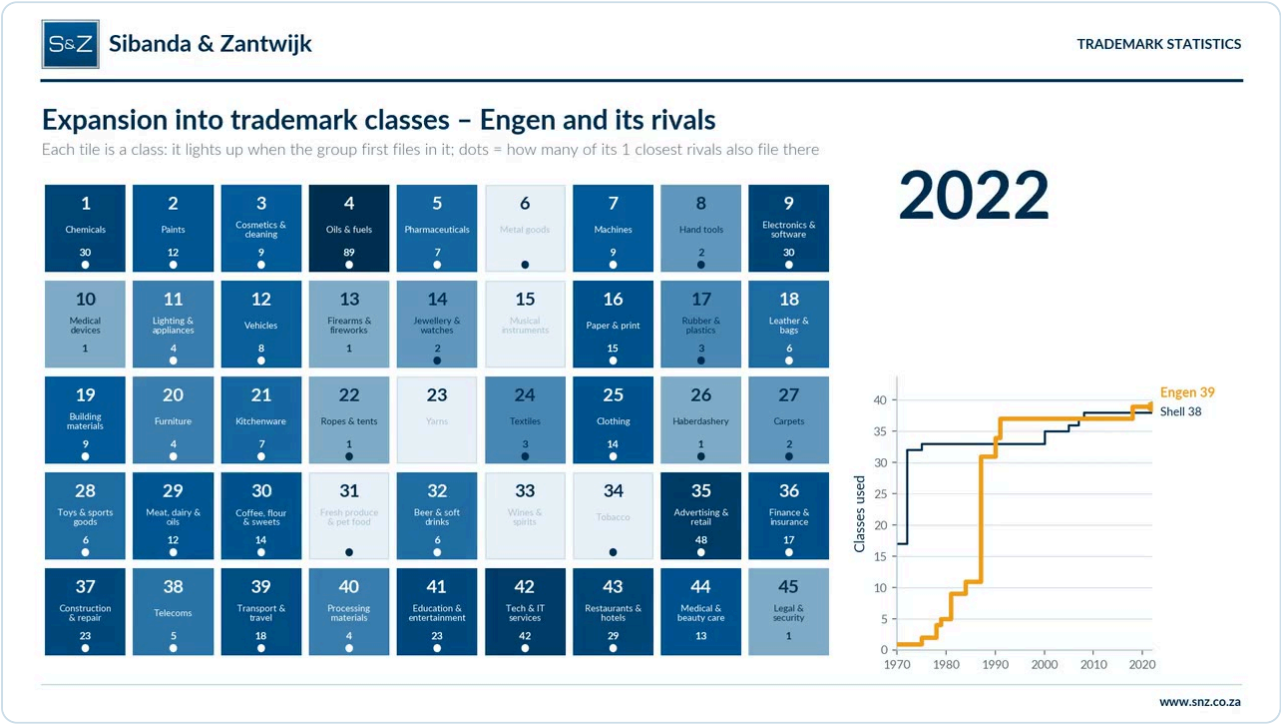
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Engen	542	1926–2022
Engine Petroleum	1	1997–1997

Where Engen expanded its business

Trademark classes show what a business sells. Engen's portfolio is concentrated in oils & fuels (class 4), advertising & retail (class 35), tech & it services (class 42). Its most recent moves were into beer & soft drinks (2018), coffee, flour & sweets (2018), haberdashery (1991).

Engen trademarks: expansion into trademark classes, 1970–2022



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/engen-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
4 Oils & fuels	89	16.8%	1926
35 Advertising & retail	48	9.1%	1987
42 Tech & IT services	42	7.9%	1979
1 Chemicals	30	5.7%	1978
9 Electronics & software	30	5.7%	1987
43 Restaurants & hotels	29	5.5%	1990
41 Education & entertainment	23	4.3%	1987
37 Construction & repair	23	4.3%	1978

The brands Engen protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	ENGEN	34	26	1991–2014
2	AKTOL	34	22	1987–1988
3	ZENEX	25	25	1987–1987
4	B BRAZMATA COFFEE CO.	20	10	2022–2022
5	1 STOP	18	12	1990–2014
6	EDC	13	11	1995–2014
7	EFC	13	11	1995–2014
8	TREK	13	10	1965–1984
9	WITH US YOU ARE NUMBER ONE	11	10	1994–2014
10	BRAZMATA	10	10	2022–2022
11	QUICK SHOP	10	7	1994–2014
12	FLUIDLINK	10	5	2010–2021
13	QUICKSHOP&CO.	10	5	2018–2018
14	MARACA	9	9	2022–2022
15	1LOYALTY	7	7	2022–2022

Logos filed most often (since 2020)

20 filings · 10 classes

9 filings · 9 classes

5 filings · 5 classes

4 filings · 4 classes

4 filings · 4 classes

3 filings · 3 classes

3 filings · 3 classes

2 filings · 2 classes

2 filings · 2 classes

2 filings · 2 classes

Engen's logos

The 15 different logos Engen 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



5 classes



4 classes



4 classes



3 classes



3 classes



2 classes



2 classes



2 classes



2 classes



2 classes



1 class



1 class

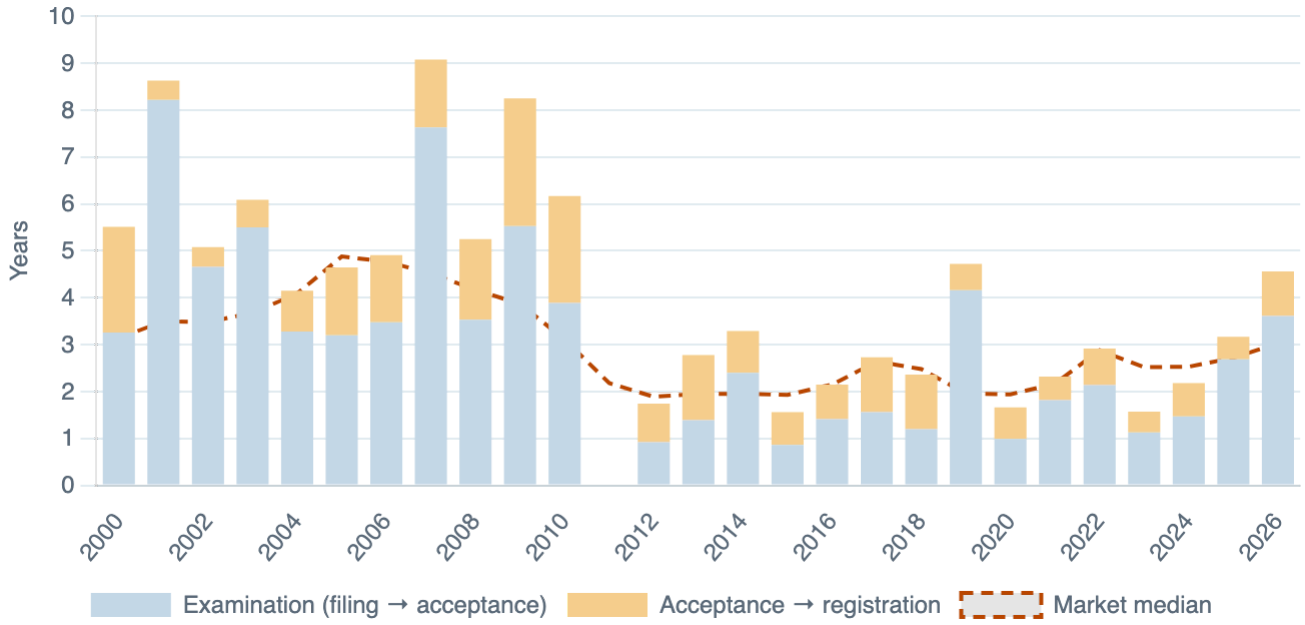


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Engen's marks took a median of **2.8 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.1 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

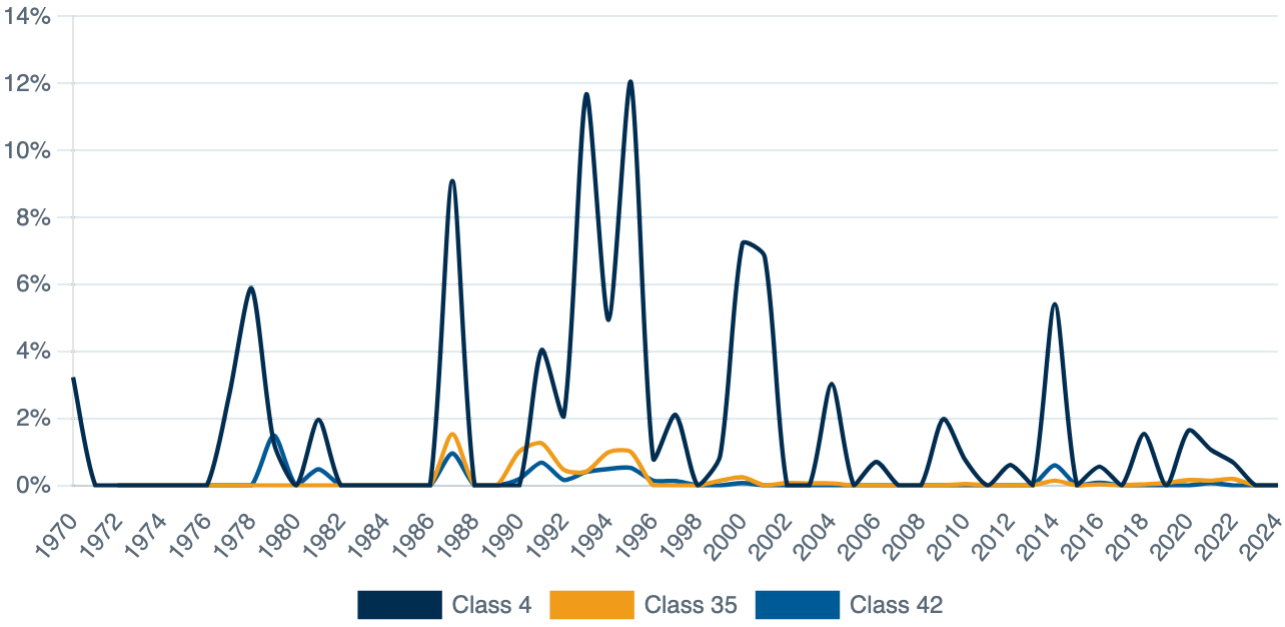


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Engen's classes

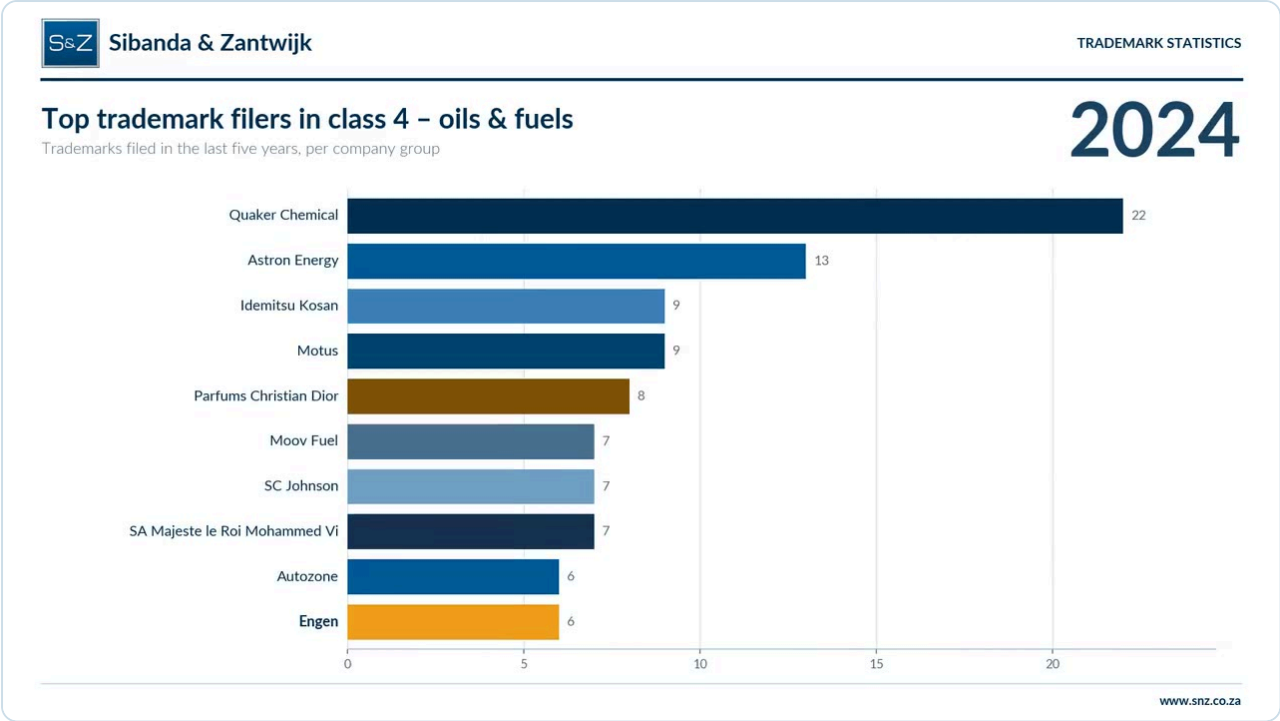
> Ranked by **number of trademarks filed in Engen's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Engen's market position, not who is most like it.

In the last five years, Engen was **#13** of 419 filers in class 4 (oils & fuels), with 6 of 714 trademarks; **#38** of 5,866 filers in class 35 (advertising & retail), with 13 of 11,124 trademarks; **#2367** of 3,000 filers in class 42 (tech & IT services), with 1 of 5,783 trademarks.



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

Top trademark filers in class 4 (oils & fuels), South Africa 1975–2024: Engen



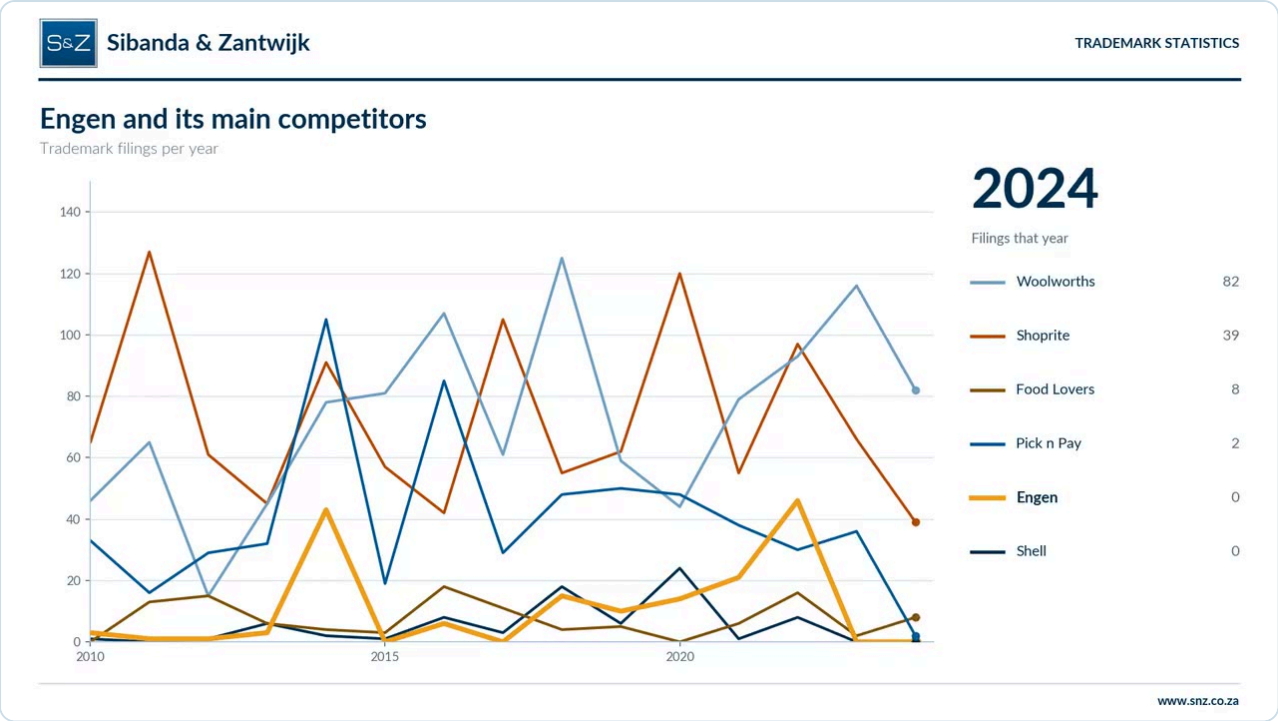
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/engen-south-african-trademarks/class-4-race-video.html

Main competitors – the companies most like Engen

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

Engen's closest competitors in South Africa are Shell.

Engen 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/engen-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Shell	Direct competitor	72%
2	Shoprite	Retailer's own brands	79%
3	Woolworths	Retailer's own brands	77%
4	Food Lovers	Retailer's own brands	70%
5	Pick n Pay	Retailer's own brands	67%
6	Suning International Services	Retailer's own brands	65%
7	Aldi	Retailer's own brands	65%
8	Libstar	Other field	70%
9	Nestlé	Other field	66%
10	Formula One Licensing	Other field	65%

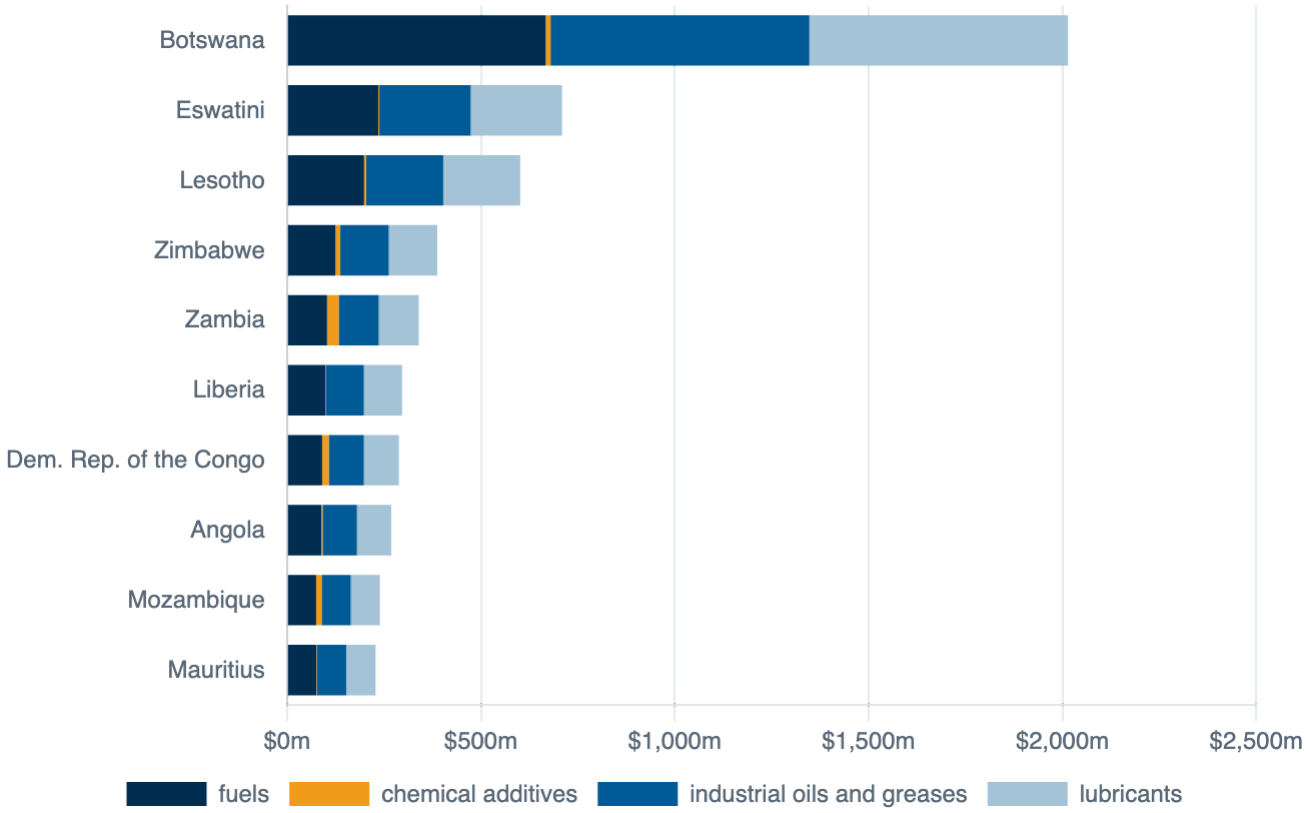
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Engen – relevant export countries

South Africa exported **US$3.3 billion** of the goods Engen's main classes cover in the last year – fuels; industrial oils and greases; lubricants; candles (class 4); chemical additives; chemical preparations; dispersants; adhesives (class 1); software; computers; electronic publications; smartphones (class 9). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Engen's trademarks matter most.

Where South Africa exports Engen's top goods

Engen's trademarks most often cover fuels, chemical additives, industrial oils and greases and lubricants. South Africa's ten largest export markets for these goods took **79%** 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 Engen's 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, 3 CLASSES
1	European Union	72	US$258 m	-5%	National	US$1,859
2	United States of America	68	US$98 m	-3%	National	US$2,075
3	United Kingdom	65	US$27 m	-8%	National	US$1,012
4	Japan	62	US$8.6 m	-2%	National	US$1,187
5	Botswana	62	US$768 m	-18%	ARIPO	US$343
6	Türkiye	61	US$14 m	+4%	National	US$980
7	Hong Kong SAR	60	US$24 m	+1%	National	US$1,110
8	Singapore	59	US$30 m	+2%	National	US$1,306
9	Canada	59	US$5.6 m	-9%	National	US$1,623
10	Indonesia	58	US$5.1 m	-1%	National	US$1,590

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 3 CLASSES
1	Botswana	62	US$768 m	-18%	ARIPO	US$343 S&Z
2	Zimbabwe	58	US$211 m	+141%	ARIPO	US$343 S&Z
3	Nigeria	58	US$17 m	-26%	National	US$609 S&Z
4	Namibia	57	US$161 m	+4%	ARIPO	US$343 S&Z
5	Tanzania	56	US$16 m	-4%	ARIPO	US$343 S&Z
6	Lesotho	55	US$227 m	-5%	National	US$314
7	Egypt	55	US$949 k	+14%	National	US$1,392
8	Mozambique	55	US$125 m	-18%	ARIPO	US$343 S&Z
9	OAPI (17 states)	54	US$27 m	-12%	National	US$1,194 S&Z
10	Malawi	54	US$23 m	+121%	ARIPO	US$343 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)
ENGEN	26	US$5,278	US$5,441
AKTOL	22	US$4,466	US$4,703
ZENEX	25	US$5,075	US$5,257
B BRAZMATA COFFEE CO.	10	US$2,030	US$2,487
1 STOP	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 Engen's five most-filed brands: word marks of **other companies** (not Engen'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 ENGEN (classes 1, 4, 9, 35, 42; searched 2018-01-31 to 2026-11-07)

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

Similar to AKTOL (classes 1, 4, 9, 35, 42; searched 2019-09-25 to 2026-11-07)

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

Similar to ZENEX (classes 1, 4, 9, 35, 42; searched 2018-07-25 to 2026-11-07)

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

Similar to B BRAZMATA COFFEE CO. (classes 9, 35; searched 2018-01-31 to 2026-11-07)

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

Similar to 1 STOP (classes 4, 9, 35, 42; searched 2018-05-30 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

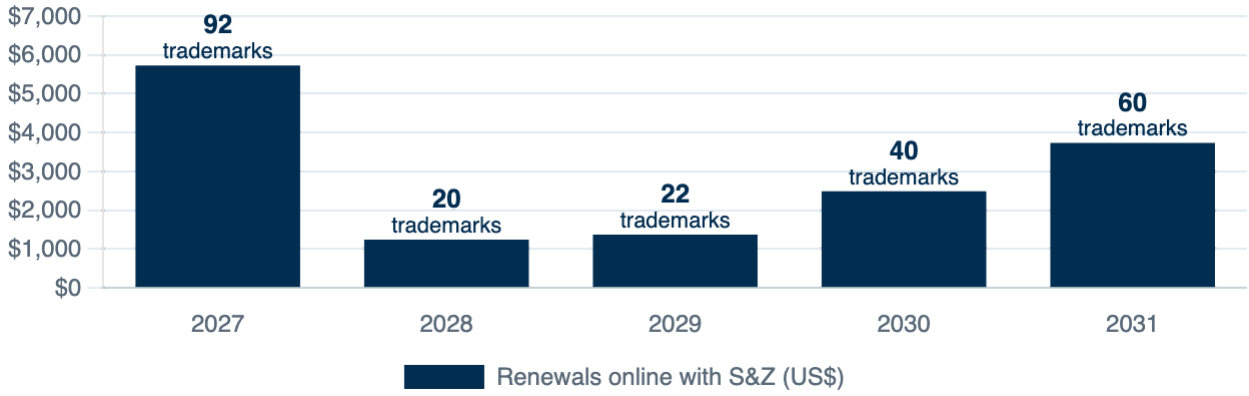
S&Z prices – South African trademarks

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$.

Engen's next five years of renewals

234 of Engen's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$14,576** over the five years.



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