Evonik – South African trademarks

Updated 8 November 2026

Evonik is a German specialty chemicals company. It makes additives, ingredients and materials used in products from animal feed and cosmetics to coatings and plastics.

How Evonik 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.

#289
largest trademark owner in South Africa (of 121,626)

207
trademarks filed

2
different logos published since 2020

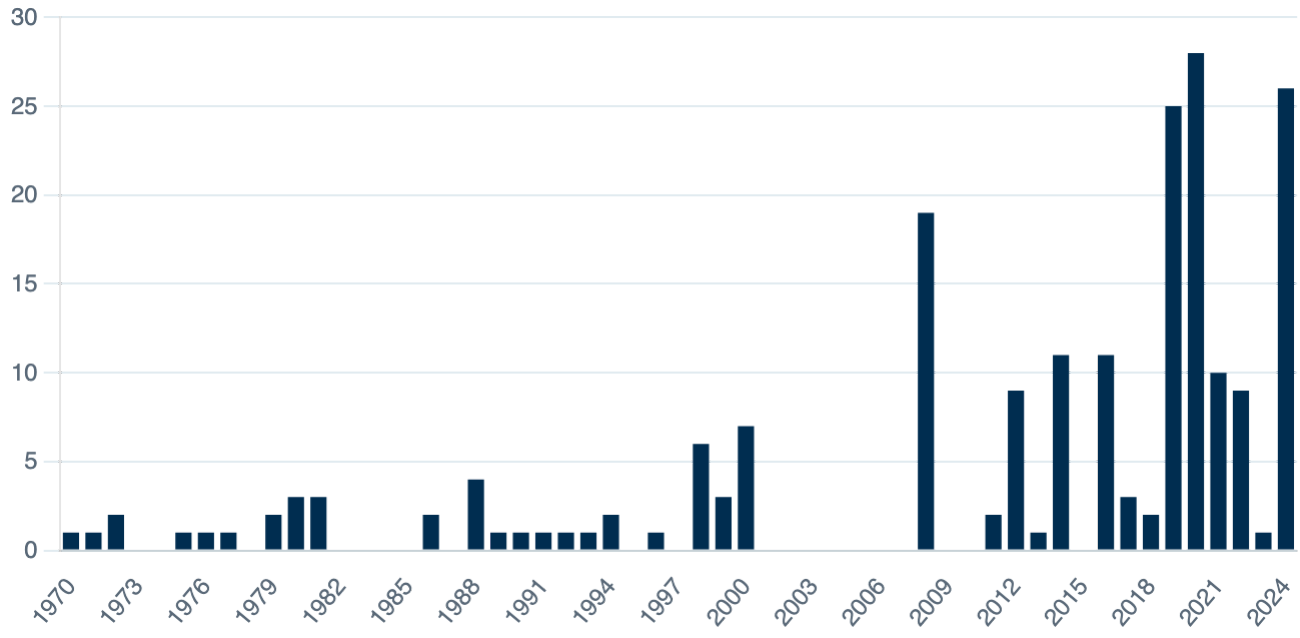
21
of 45 classes used

1952
first trademark filed

115
filed in the last 10 years

A portfolio built over time

Evonik filed its first South African trademark in 1952 and has filed 207 since; its busiest year was 2020, with 28 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

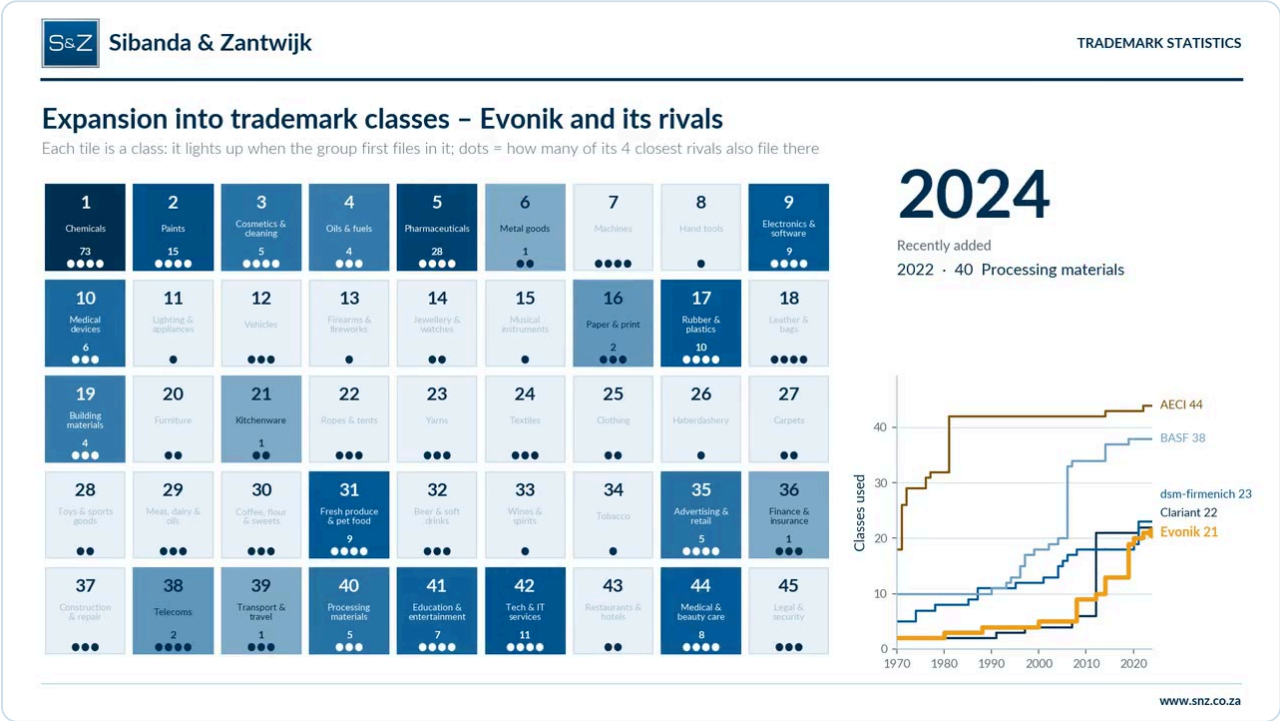
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Evonik	259	1952–2024
Evonik Industries	83	2006–2020
Evonik Industries Ag Rellinghauser Strasse 1 11	14	2020–2020

Where Evonik expanded its business

Trademark classes show what a business sells. Evonik's portfolio is concentrated in chemicals (class 1), pharmaceuticals (class 5), paints (class 2). Its most recent moves were into processing materials (2022), metal goods (2020), advertising & retail (2019).

Evonik trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/evonik-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	73	35.3%	1952
5 Pharmaceuticals	28	13.5%	1968
2 Paints	15	7.2%	1988
42 Tech & IT services	11	5.3%	2014
17 Rubber & plastics	10	4.8%	1980
31 Fresh produce & pet food	9	4.3%	2008
9 Electronics & software	9	4.3%	2014
44 Medical & beauty care	8	3.9%	2014

The brands Evonik protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	EVONIK LEADING BEYOND CHEMISTRY	14	14	2020–2020
2	DEGUSSA	11	11	2014–2014
3	Coatino	9	9	2019–2019
4	REWO	8	8	2019–2019
5	dr.straetmans	7	7	2020–2020
6	CAREtain	6	6	2019–2019
7	EVONIK DEGUSSA	6	6	2008–2008
8	NORTHERN ADJUVANTS	5	5	2024–2024
9	NORTHERN LIPIDS	5	5	2024–2024
10	SCIENCING THE GLOBAL FOOD CHALLENGE	5	5	2024–2024
11	AMINONIR	4	4	2024–2024
12	EVONIK ROHM	4	4	2008–2008
13	EUDRAGUARD	3	3	2012–2012
14	EVONIK GOLDSCHMIDT	3	3	2008–2008
15	EVONIK OXENO	3	3	2008–2008

Logos filed most often (since 2020)

14 filings · 14 classes

7 filings · 7 classes

Evonik's logos

The 2 different logos Evonik 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.

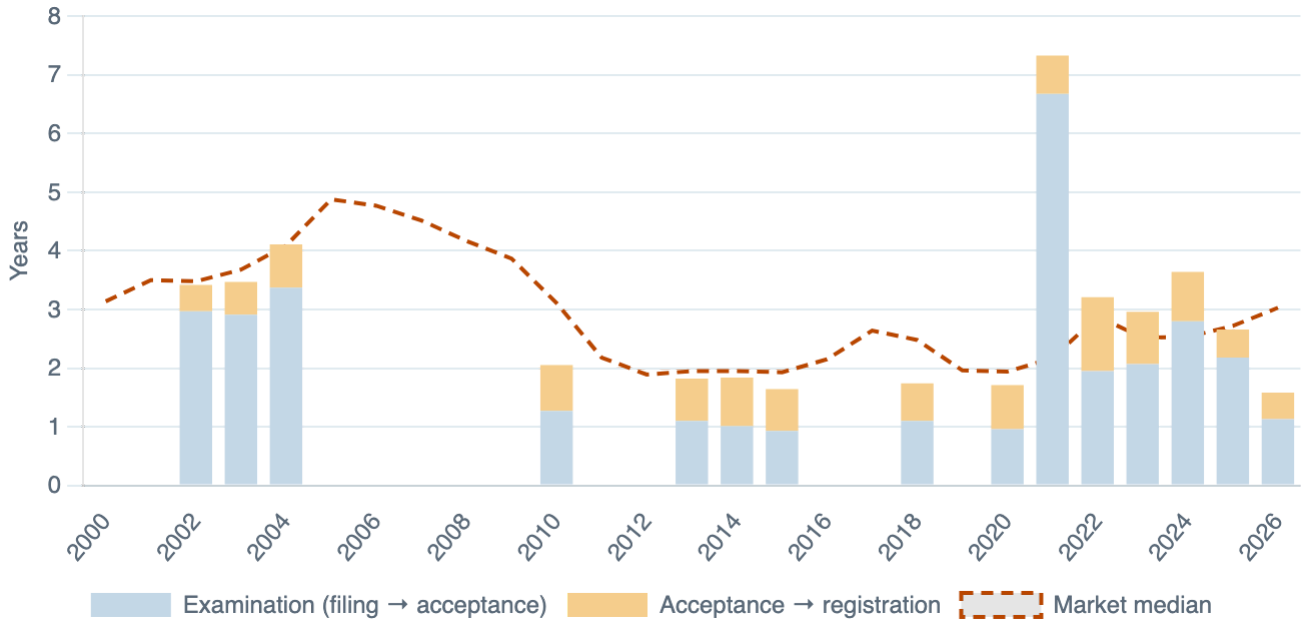
14 classes

7 classes

Full logo list on the online version of this page.

How quickly its trademarks are registered

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

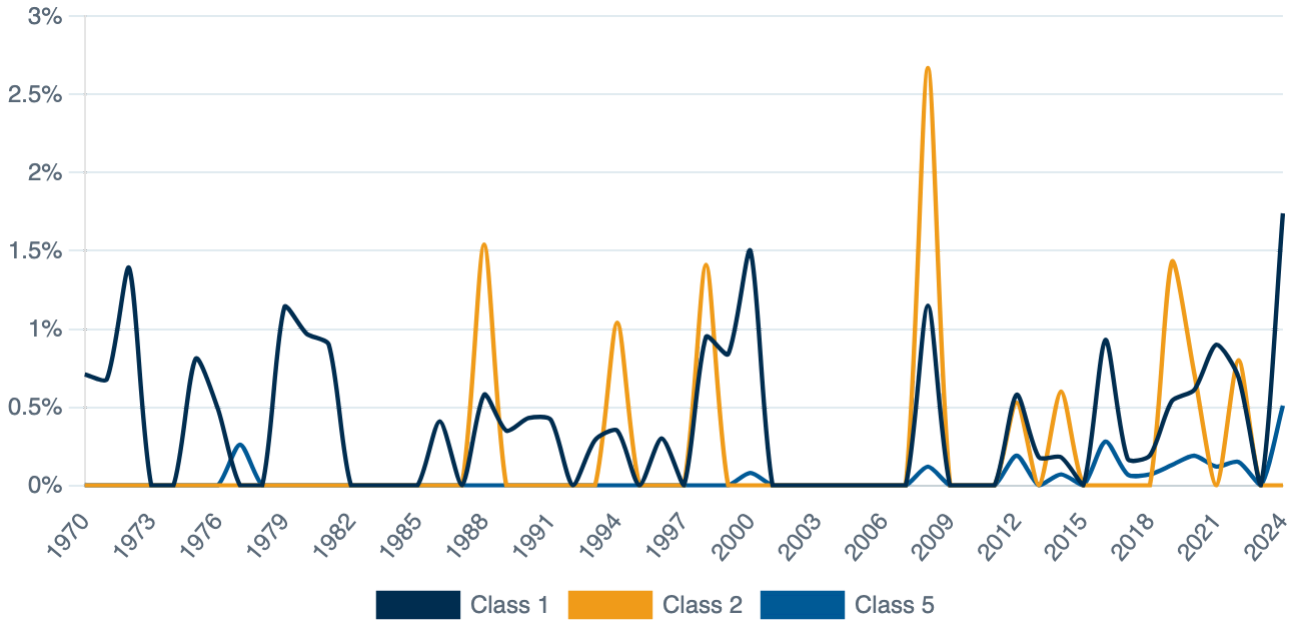


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Evonik's classes

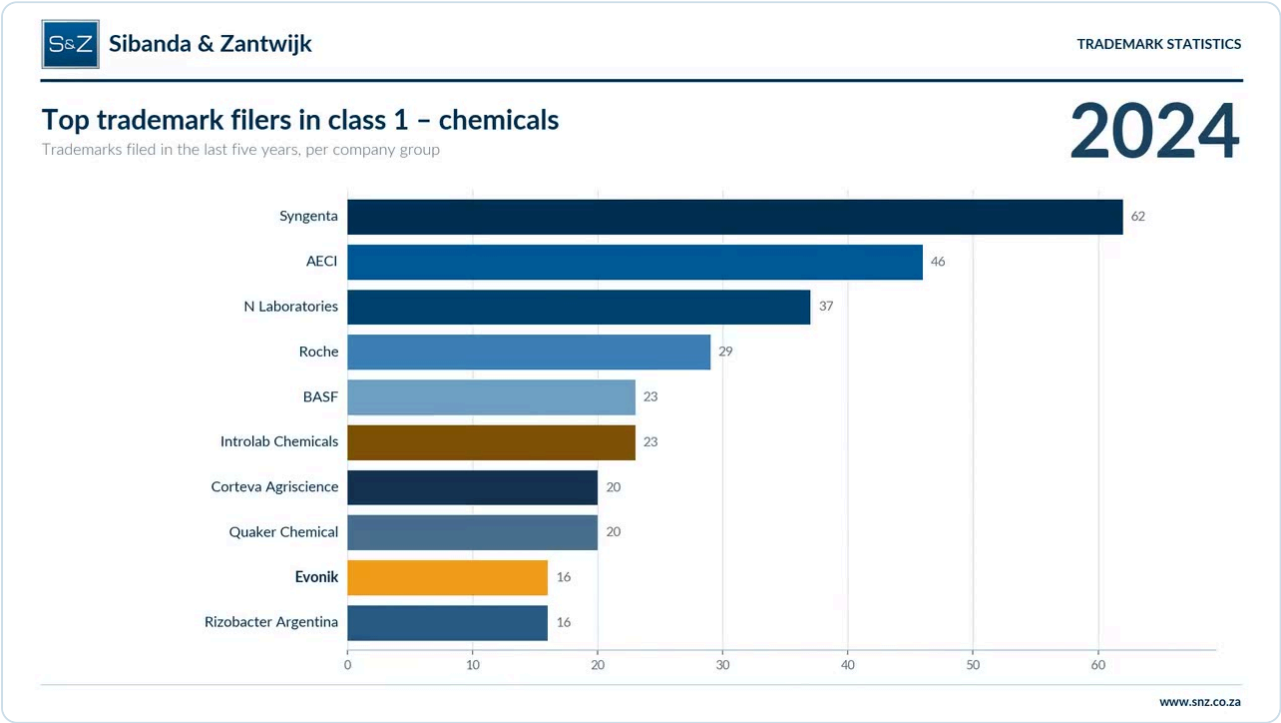
> Ranked by **number of trademarks filed in Evonik's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Evonik's market position, not who is most like it.

In the last five years, Evonik was **#10** of 947 filers in class 1 (chemicals), with 16 of 2,054 trademarks; **#80** of 2,050 filers in class 5 (pharmaceuticals), with 11 of 6,111 trademarks; **#98** of 281 filers in class 2 (paints), with 2 of 579 trademarks.



Evonik'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: Evonik



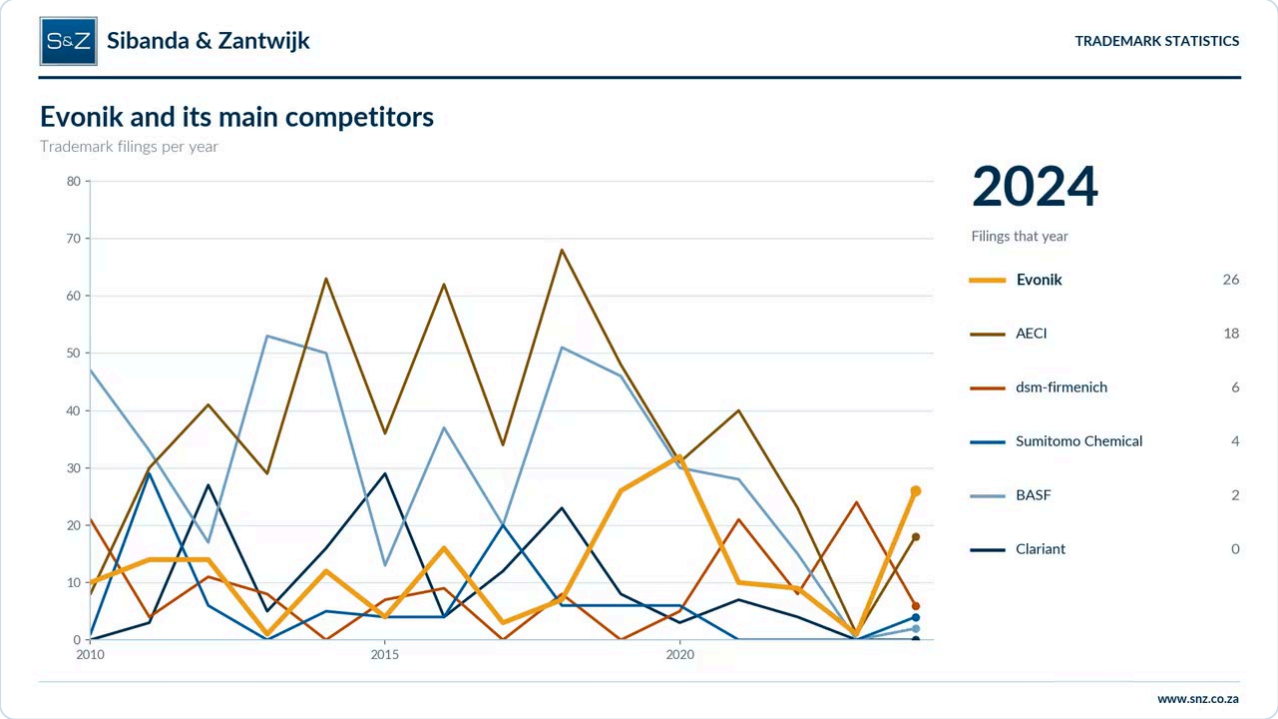
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/evonik-south-african-trademarks/class-1-race-video.html

Main competitors – the companies most like Evonik

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

Evonik's closest competitors in South Africa are Clariant, dsm-firmenich, BASF and AECI.

Evonik 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/evonik-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Clariant	Direct competitor	71%
2	dsm-firmenich	Direct competitor	66%
3	BASF	Direct competitor	66%
4	AECI	Direct competitor	66%
5	Sumitomo Chemical	Direct competitor	64%
6	N Laboratories	Related field	93%
7	Rolfes Agri	Related field	78%
8	UPL	Related field	66%
9	Bidvest	Other field	70%
10	Chevron	Other field	67%

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

Evonik – relevant export countries

South Africa exported **US$3.5 billion** of the goods Evonik's main classes cover in the last year – chemicals; chemical substances; adhesives; unprocessed plastics (class 1); dietary supplements; pharmaceutical preparations; disinfectants; veterinary preparations (class 5); paints; varnishes; thinners; lacquers (class 2); gutta-percha; asbestos; insulating materials; rubber (class 17); foodstuffs; live animals; agricultural; horticultural (class 31). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Evonik's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	81	US$397 m	-3%	National	US$2,388
2	United States of America	70	US$143 m	-4%	National	US$3,425
3	United Kingdom	64	US$69 m	-5%	National	US$1,371
4	Zimbabwe	60	US$378 m	+10%	ARIPO	US$450
5	Türkiye	59	US$27 m	-5%	National	US$1,258
6	Mexico	58	US$11 m	+3%	National	US$3,050
7	Australia	57	US$52 m	-9%	National	US$2,380
8	Namibia	56	US$349 m	+7%	ARIPO	US$450
9	Canada	56	US$8.3 m	-5%	National	US$2,192
10	Nigeria	56	US$100 m	-11%	National	US$1,015

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Zimbabwe	60	US$378 m	+10%	ARIPO	US$450 S&Z
2	Namibia	56	US$349 m	+7%	ARIPO	US$450 S&Z
3	Nigeria	56	US$100 m	-11%	National	US$1,015 S&Z
4	OAPI (17 states)	54	US$49 m	+3%	National	US$1,563 S&Z
5	Malawi	53	US$103 m	+24%	ARIPO	US$450 S&Z
6	Mozambique	52	US$166 m	+0%	ARIPO	US$450 S&Z
7	Botswana	52	US$290 m	-6%	ARIPO	US$450 S&Z
8	Tanzania	51	US$37 m	-3%	ARIPO	US$450 S&Z
9	Morocco	51	US$1.7 m	+16%	National	US$1,408
10	Egypt	51	US$6.2 m	-5%	National	US$2,278

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)
EVONIK LEADING BEYOND CHEMISTRY	14	US$2,842	US$3,225
DEGUSSA	11	US$2,233	US$2,671
Coatino	9	US$1,827	US$2,302
REWO	8	US$1,624	US$2,117
dr.straetmans	7	US$1,421	US$1,932

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 Evonik's five most-filed brands: word marks of **other companies** (not Evonik'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 EVONIK LEADING BEYOND CHEMISTRY (classes 1, 2, 5, 17, 42; searched 2018-02-28 to 2026-11-08)

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

Similar to DEGUSSA (classes 1, 2, 5, 17, 42; searched 2018-04-25 to 2026-11-08)

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

Similar to Coatino (classes 1, 2, 42; searched 2018-11-28 to 2026-11-08)

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

Similar to REWO (classes 1, 2, 5, 9, 35, 38, 41, 42; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to dr.straetmans (classes 1, 9, 16, 35, 41, 42, 44; searched 2018-05-30 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

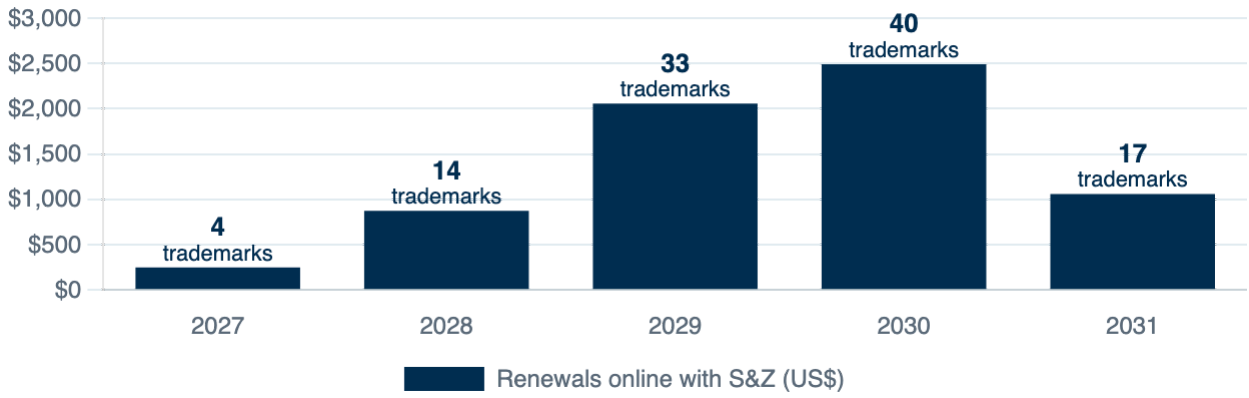
S&Z prices – South African trademarks

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$.

Evonik's next five years of renewals

108 of Evonik's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$6,728 over the five years.



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