Innovative Water Care – South African trademarks

Updated 8 November 2026

Innovative Water Care makes pool and water treatment products, including HTH pool chemicals.

How Innovative Water Care 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.

#426
largest trademark owner in South Africa (of 121,626)

140
trademarks filed

9
different logos published since 2020

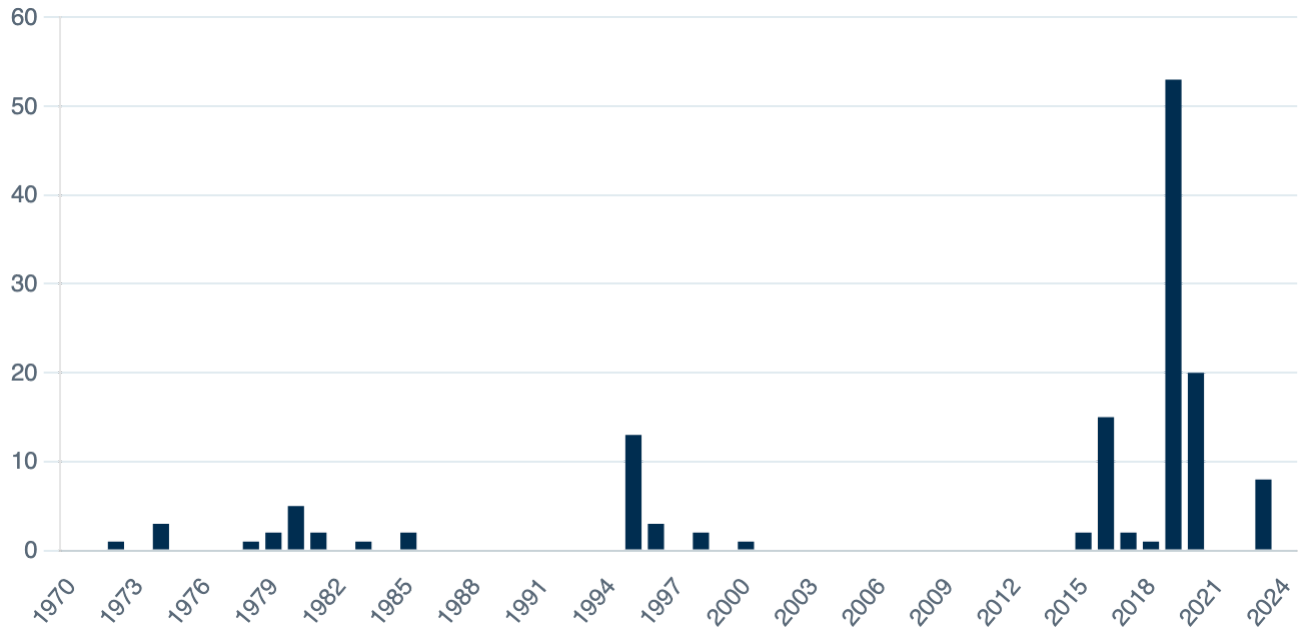
17
of 45 classes used

1960
first trademark filed

99
filed in the last 10 years

A portfolio built over time

Innovative Water Care filed its first South African trademark in 1960 and has filed 140 since; its busiest year was 2019, with 53 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

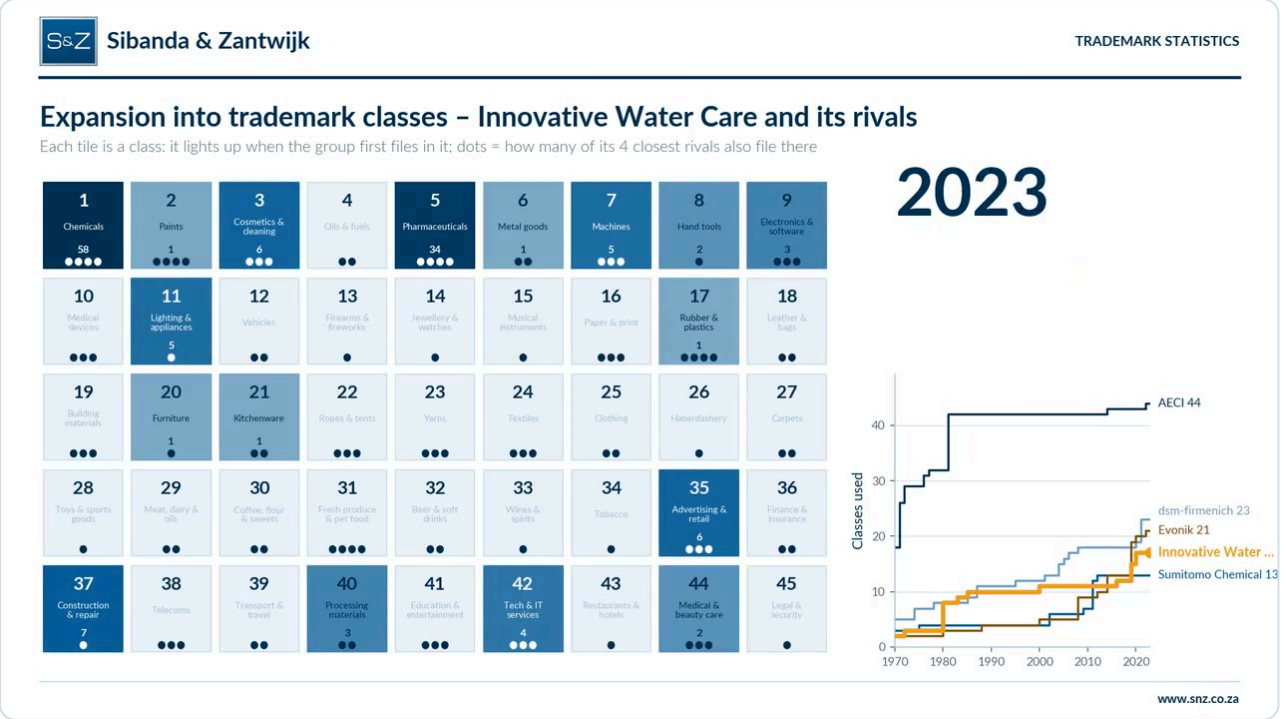
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Innovative Water Care	212	1960–2023
Innovative Water Care Europe	1	2015–2015

Where Innovative Water Care expanded its business

Trademark classes show what a business sells. Innovative Water Care's portfolio is concentrated in chemicals (class 1), pharmaceuticals (class 5), construction & repair (class 37). Its most recent moves were into hand tools (2020), medical & beauty care (2020), rubber & plastics (2019).

Innovative Water Care trademarks: expansion into trademark classes, 1970–2023



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/innovative-water-care-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	58	41.4%	1960
5 Pharmaceuticals	34	24.3%	1972
37 Construction & repair	7	5.0%	1980
35 Advertising & retail	6	4.3%	2000
3 Cosmetics & cleaning	6	4.3%	1966
11 Lighting & appliances	5	3.6%	1980
7 Machines	5	3.6%	1980
42 Tech & IT services	4	2.9%	2019

The brands Innovative Water Care protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	HTH	20	10	1960–2023
2	SIGURA	10	10	2020–2020
3	AQUACHLOR	6	6	2019–2019
4	PACE	5	2	1981–2019
5	HTH SCIENTIFIC	4	4	2019–2019
6	POOL ASSIST	4	3	2000–2019
7	SHOCK-IT	4	2	1995–2019
8	CDB CLEARON	3	3	1974–1974
9	HTH SPA	3	3	2023–2023
10	CLEAR 4 WEEKS	3	2	2019–2023
11	BAQUA CHECK	2	2	1995–1995
12	DURATION	2	2	1985–1985
13	FLOATER	2	2	2019–2019
14	HOSE MASTER	2	2	2019–2019
15	HTH ACTIVE OXYGEN	2	2	2019–2019

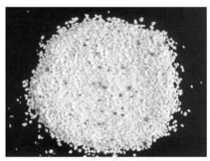
Logos filed most often (since 2020)



14 filings · 4 classes



9 filings · 9 classes



4 filings · 2 classes



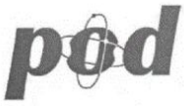
2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



1 filing · 1 class



1 filing · 1 class

Innovative Water Care's logos

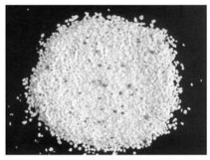
The 9 different logos Innovative Water Care has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.



9 classes



4 classes



2 classes



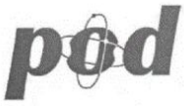
2 classes



2 classes



2 classes



2 classes



1 class

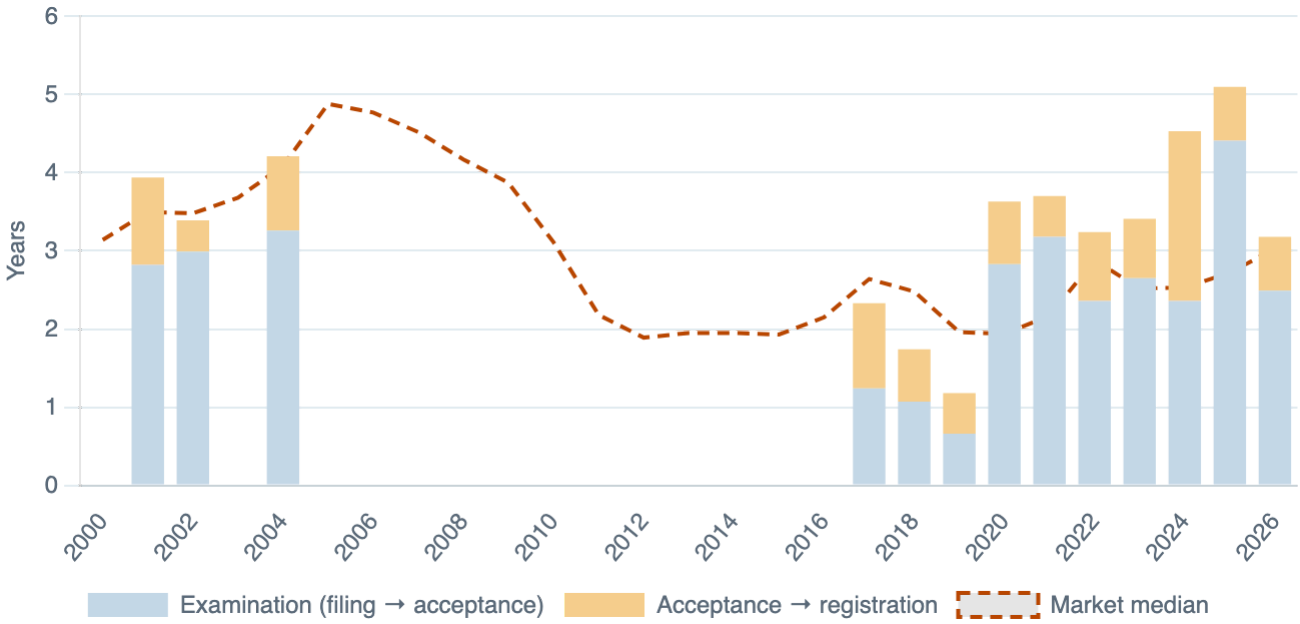


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Innovative Water Care'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.

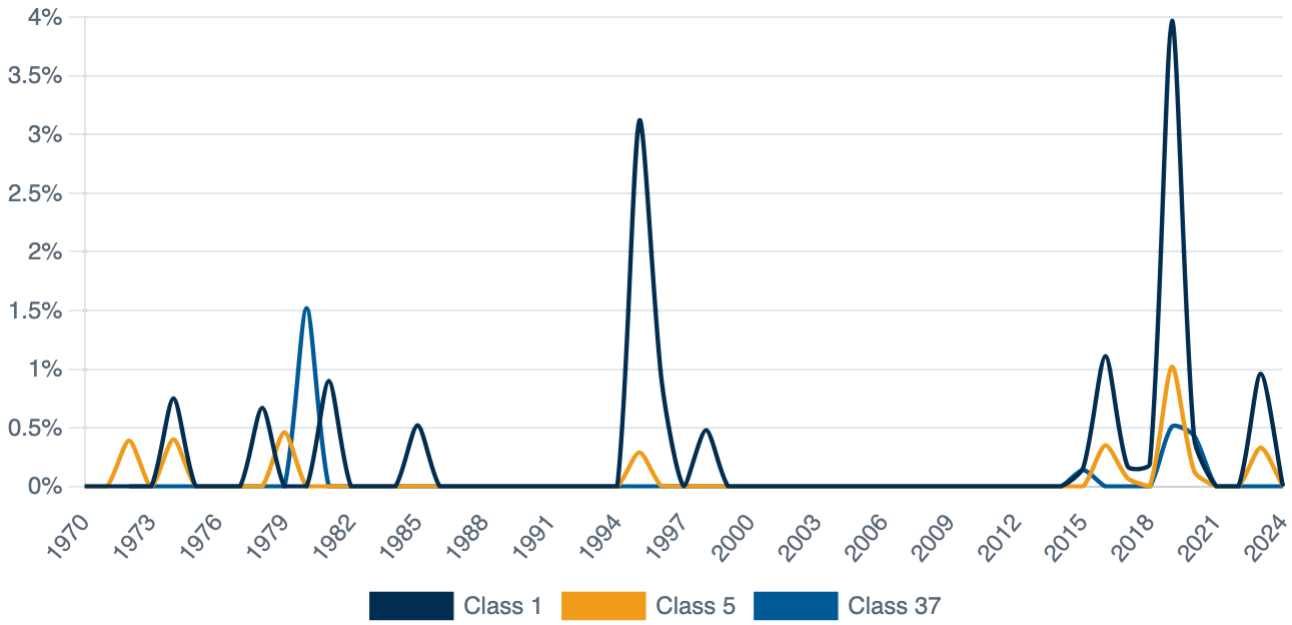


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Innovative Water Care's classes

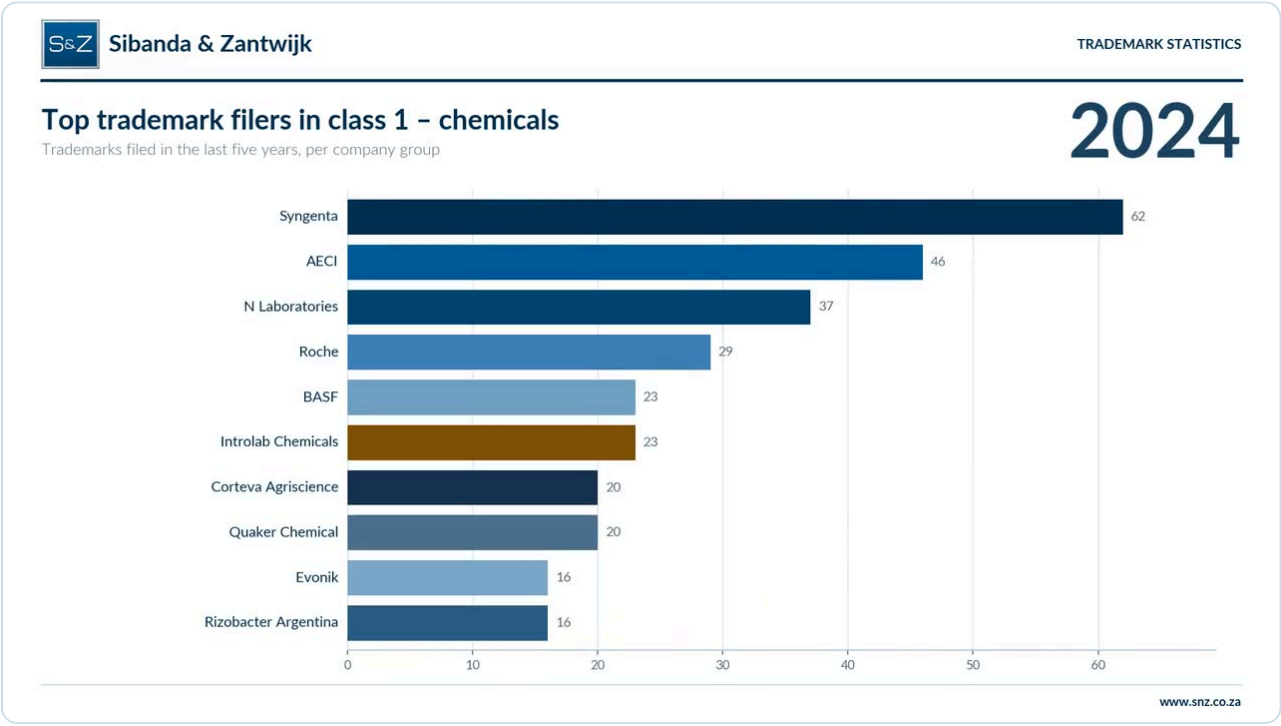
> Ranked by **number of trademarks filed in Innovative Water Care's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Innovative Water Care's market position, not who is most like it.

In the last five years, Innovative Water Care was **#68** of 947 filers in class 1 (chemicals), with 5 of 2,054 trademarks; **#215** of 2,050 filers in class 5 (pharmaceuticals), with 5 of 6,111 trademarks; **#215** of 1,255 filers in class 37 (construction & repair), with 2 of 2,181 trademarks.



Innovative Water Care'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: Innovative Water Care



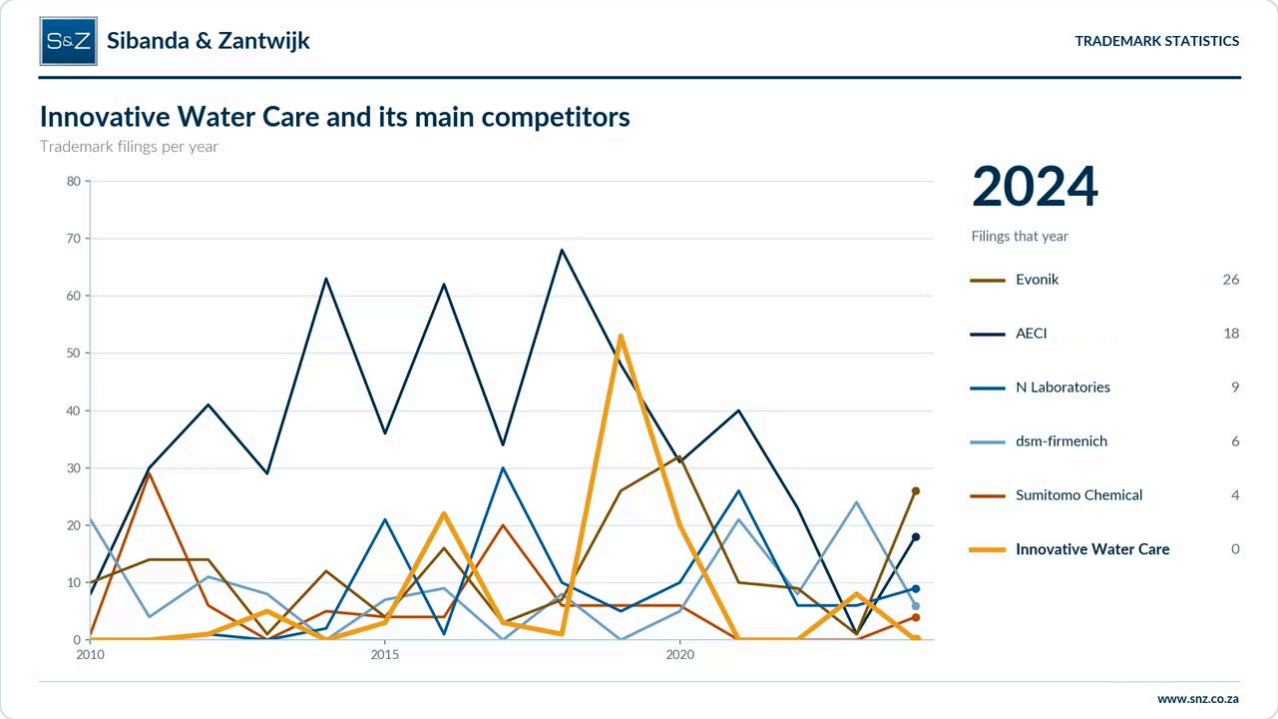
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/innovative-water-care-south-african-trademarks/class-1-race-video.html

Main competitors – the companies most like Innovative Water Care

> Ranked by **how similar their whole trademark portfolio is to Innovative Water Care'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.

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

Innovative Water Care 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/innovative-water-care-south-african-trademarks/competitors-video.html

Trademark filings per year: Innovative Water Care (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	AECI	Direct competitor	73%
2	Sumitomo Chemical	Direct competitor	73%
3	dsm-firmenich	Direct competitor	72%
4	Evonik	Direct competitor	69%
5	N Laboratories	Related field	76%
6	Rolfes Agri	Related field	73%
7	UPL	Related field	72%
8	Meso Scale Diagnostics	Related field	72%
9	Beiersdorf	Related field	71%
10	Arysta LifeScience	Related field	69%

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

Innovative Water Care – relevant export countries

South Africa exported **US$7.8 billion** of the goods Innovative Water Care's main classes cover in the last year – chemicals; water; chemical products; reagents (class 1); disinfectants; water; germicides; sanitary preparations (class 5); soaps; lotions; gels; cleaning (class 3); parts; water treatment equipment; devices; cartridges (class 11); machines; parts; accessories; fittings (class 7). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Innovative Water Care's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	79	US$1.3 billion	-0%	National	US$2,388
2	United States of America	72	US$434 m	+3%	National	US$3,425
3	Türkiye	60	US$305 m	+6%	National	US$1,258
4	Canada	59	US$56 m	-1%	National	US$2,192
5	Australia	57	US$164 m	-5%	National	US$2,380
6	Russian Federation	56	US$18 m	+1%	National	US$1,915
7	Mexico	53	US$33 m	+8%	National	US$3,050
8	Indonesia	53	US$39 m	+2%	National	US$2,630
9	Brazil	53	US$67 m	+7%	National	US$5,877
10	China	53	US$63 m	+2%	National	US$1,224

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	OAPI (17 states)	51	US$199 m	+8%	National	US$1,563 S&Z
2	Zimbabwe	50	US$670 m	+11%	ARIPO	US$450 S&Z
3	Namibia	49	US$595 m	+15%	ARIPO	US$450 S&Z
4	Morocco	48	US$15 m	+19%	National	US$1,408
5	Nigeria	48	US$51 m	-10%	National	US$1,015 S&Z
6	Egypt	47	US$15 m	-1%	National	US$2,278
7	Mozambique	46	US$430 m	+6%	ARIPO	US$450 S&Z
8	Algeria	46	US$2.0 m	+28%	National	US$1,445
9	Tanzania	45	US$110 m	-6%	ARIPO	US$450 S&Z
10	Botswana	44	US$603 m	-5%	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)
HTH	10	US$2,030	US$2,487
SIGURA	10	US$2,030	US$2,487
AQUACHLOR	6	US$1,218	US$1,748
PACE	2	US$406	US$1,009
HTH SCIENTIFIC	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 Innovative Water Care's five most-filed brands: word marks of **other companies** (not Innovative Water Care'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 HTH (classes 1, 3, 5, 37; searched 2021-10-27 to 2026-11-08)

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

Similar to SIGURA (classes 1, 5, 35, 37; searched 2018-01-31 to 2026-11-08)

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

Similar to AQUACHLOR (classes 1, 3, 5, 35, 37, 42; searched 2018-02-28 to 2026-11-08)

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

Similar to PACE (classes 1, 5; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to HTH SCIENTIFIC (classes 1, 5, 35, 42; searched 2018-04-25 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

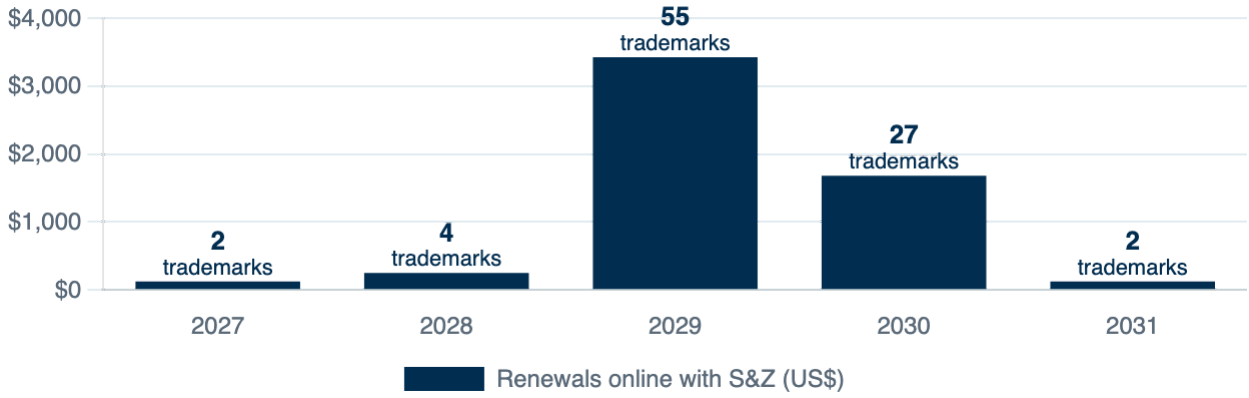
S&Z prices – South African trademarks

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$.

Innovative Water Care's next five years of renewals

90 of Innovative Water Care's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$5,607** over the five years.



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