Kansai Plascon – South African trademarks

Updated 8 November 2026

Kansai Plascon is one of South Africa's leading paint makers, part of the Japanese Kansai Paint group. Its brands include Plascon decorative paints, as well as automotive and industrial coatings.

How Kansai Plascon 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.

#134
largest trademark owner in South Africa (of 121,626)

412
trademarks filed

2
different logos published since 2020

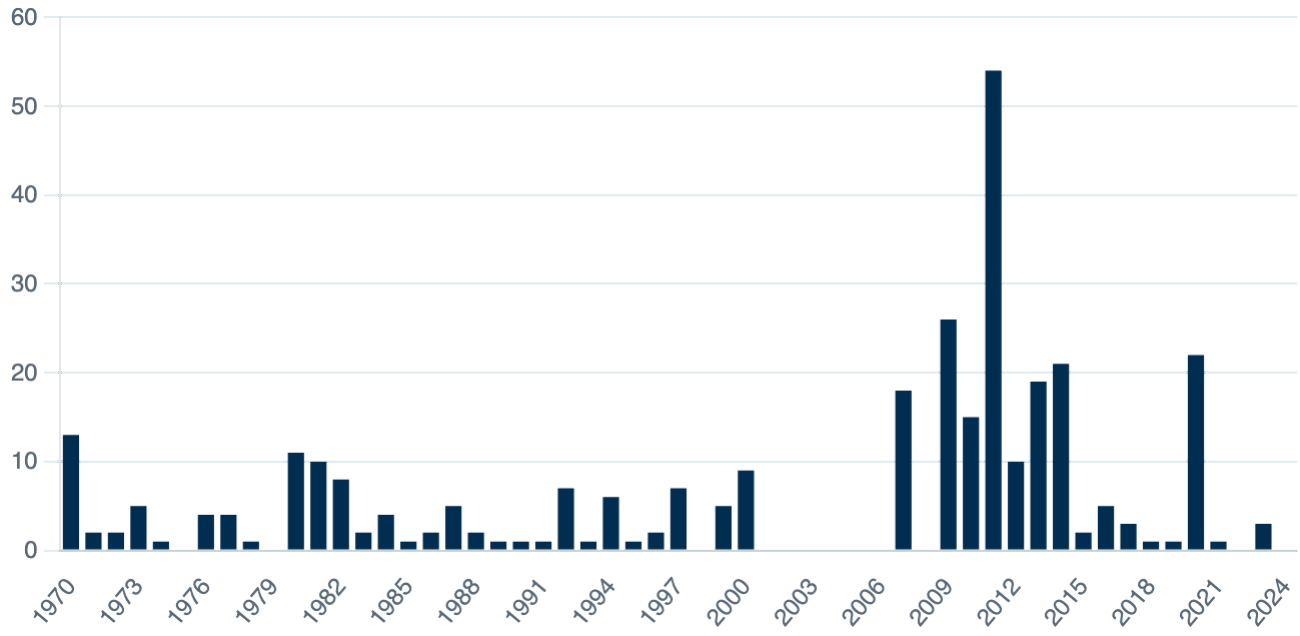
19
of 45 classes used

1917
first trademark filed

36
filed in the last 10 years

A portfolio built over time

Kansai Plascon filed its first South African trademark in 1917 and has filed 412 since; its busiest year was 2011, with 54 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

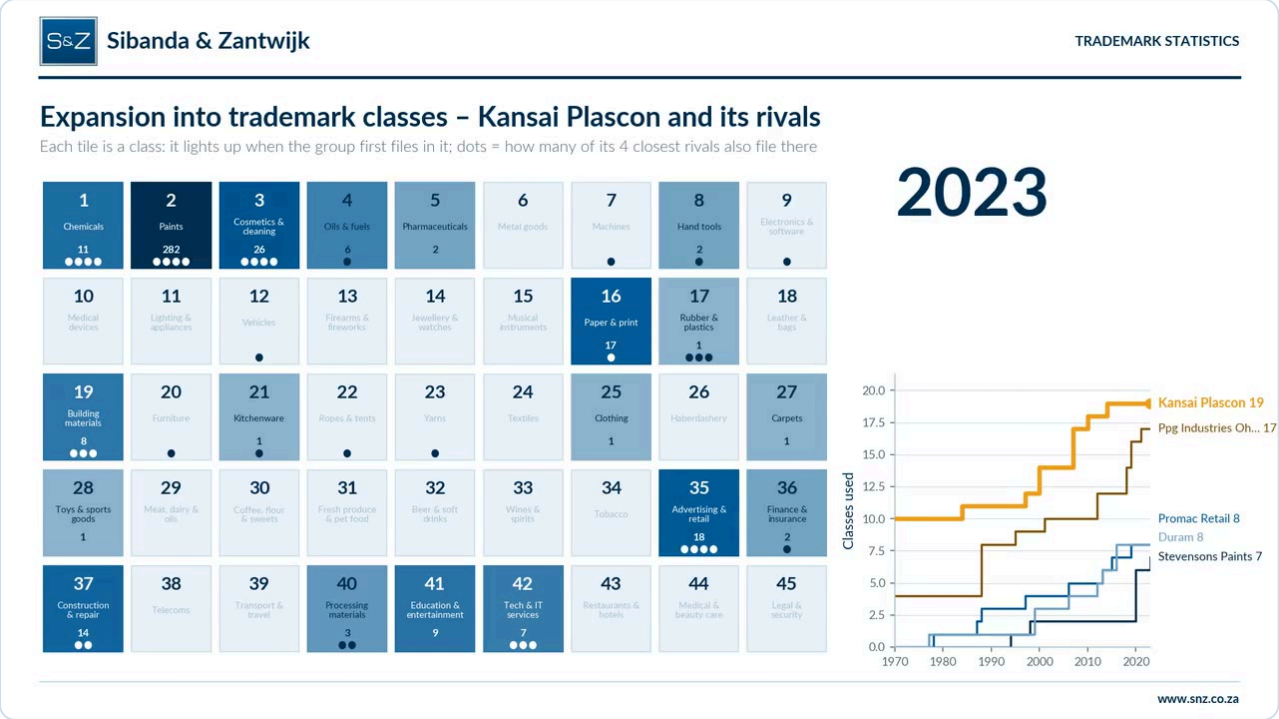
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Kansai Plascon	383	1925–2023
Freeworld Coatings Capital	207	1917–2011
Aletris Investment Holdings No 1	18	2007–2007

Where Kansai Plascon expanded its business

Trademark classes show what a business sells. Kansai Plascon's portfolio is concentrated in paints (class 2), cosmetics & cleaning (class 3), advertising & retail (class 35). Its most recent moves were into processing materials (2014), finance & insurance (2010), advertising & retail (2007).

Kansai Plascon trademarks: expansion into trademark classes, 1970–2023



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/kansai-plascon-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
2 Paints	282	68.4%	1917
3 Cosmetics & cleaning	26	6.3%	1941
35 Advertising & retail	18	4.4%	2007
16 Paper & print	17	4.1%	1943
37 Construction & repair	14	3.4%	2000
1 Chemicals	11	2.7%	1941
41 Education & entertainment	9	2.2%	2007
19 Building materials	8	1.9%	1943

The brands Kansai Plascon protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	PLASCON	36	13	1941–2020
2	PARTHENON	10	6	1917–1966
3	FREEWORLD	9	9	2007–2007
4	CAPE WATERS	7	7	2009–2009
5	AEROLAK AUTOCARE	3	3	1982–1983
6	ALCHEMY	3	3	2000–2014
7	CHARIOT	3	3	2000–2000
8	INSPIRED COLOUR	3	3	2011–2014
9	PLASCON SPACES	3	3	2010–2016
10	DOUBLE VELVET	3	2	1973–2011
11	VELVAGLO	3	2	1976–2011
12	WALL & ALL	3	1	1987–2016
13	BIOWASH	2	2	2011–2011
14	CAPE PAINT & PANEL	2	2	2012–2012
15	COLOUR EXPRESSIONS	2	2	2000–2000

Logos filed most often (since 2020)



8 filings · 4 classes



6 filings · 2 classes

Kansai Plascon's logos

The 2 different logos Kansai Plascon 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.

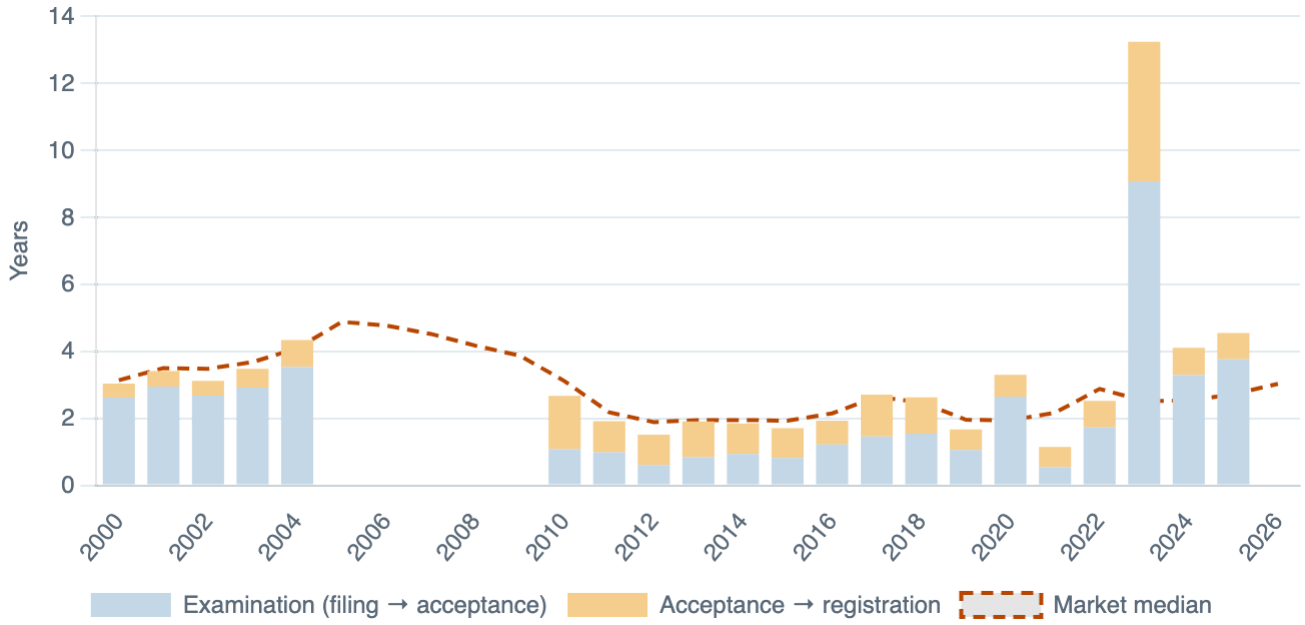
4 classes

2 classes

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Kansai Plascon's marks took a median of **2.5 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.7 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

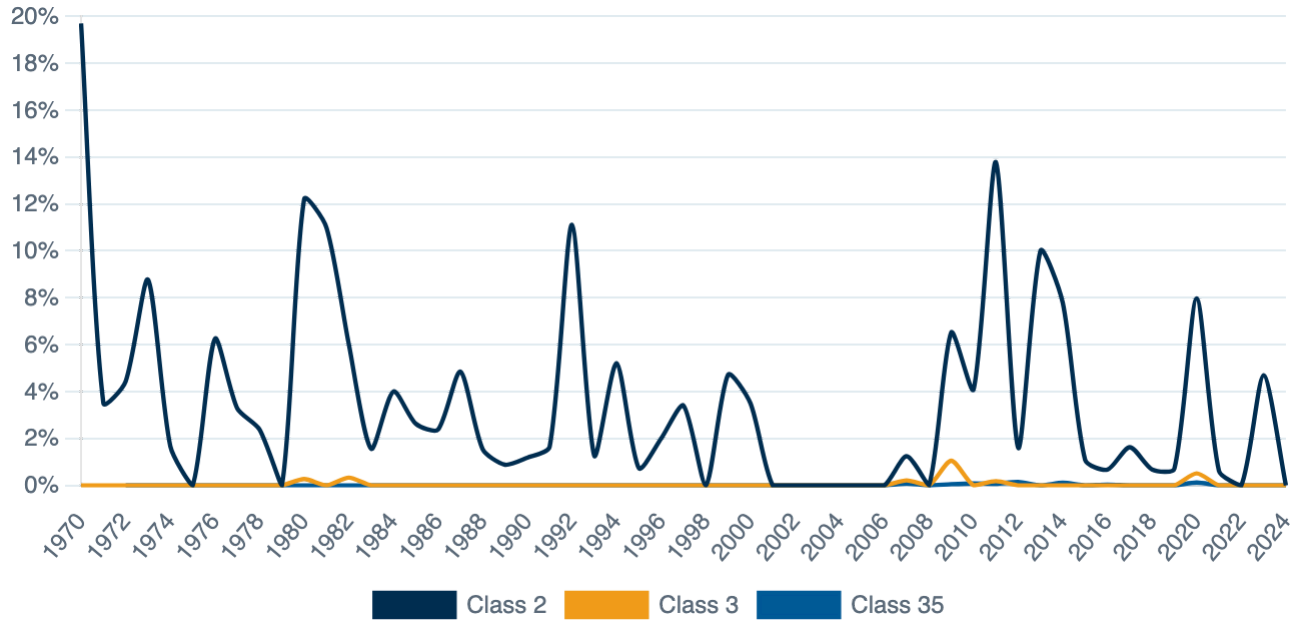


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Kansai Plascon's classes

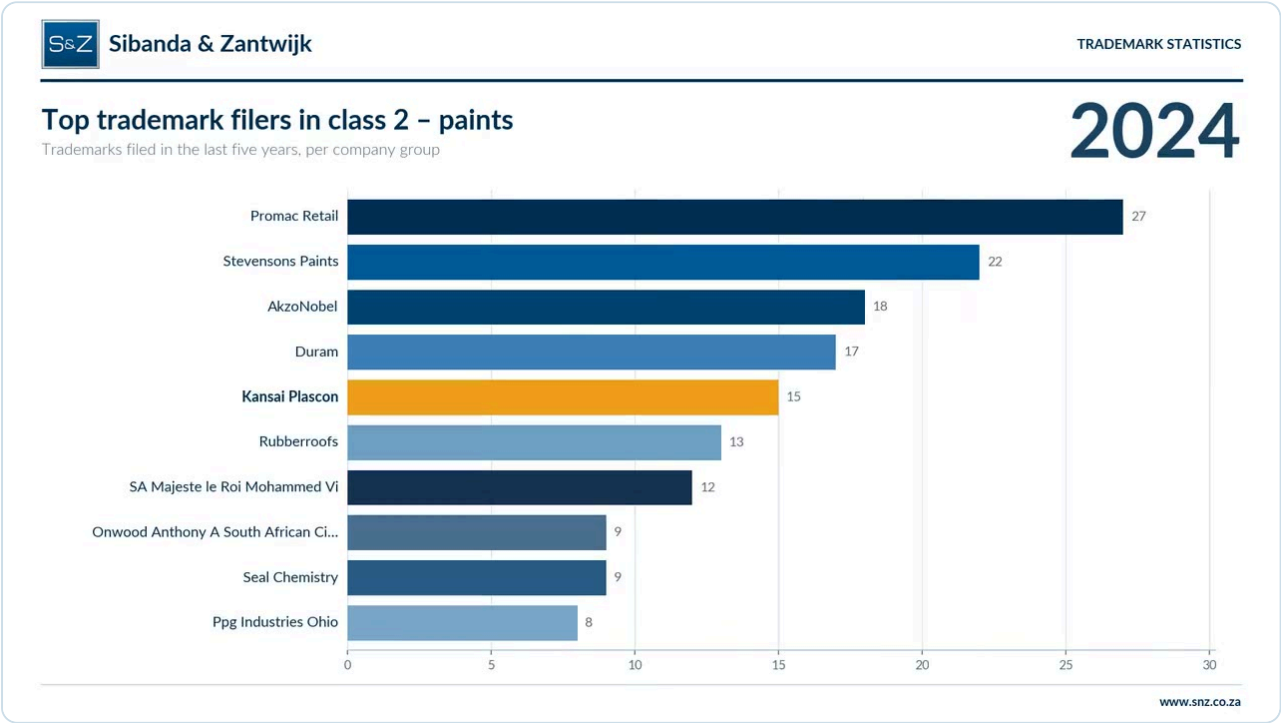
> Ranked by **number of trademarks filed in Kansai Plascon's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Kansai Plascon's market position, not who is most like it.

In the last five years, Kansai Plascon was **#5** of 281 filers in class 2 (paints), with 15 of 579 trademarks; **#106** of 1,836 filers in class 3 (cosmetics & cleaning), with 5 of 3,958 trademarks; **#729** of 5,866 filers in class 35 (advertising & retail), with 3 of 11,124 trademarks.



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

Top trademark filers in class 2 (paints), South Africa 1975–2024: Kansai Plascon



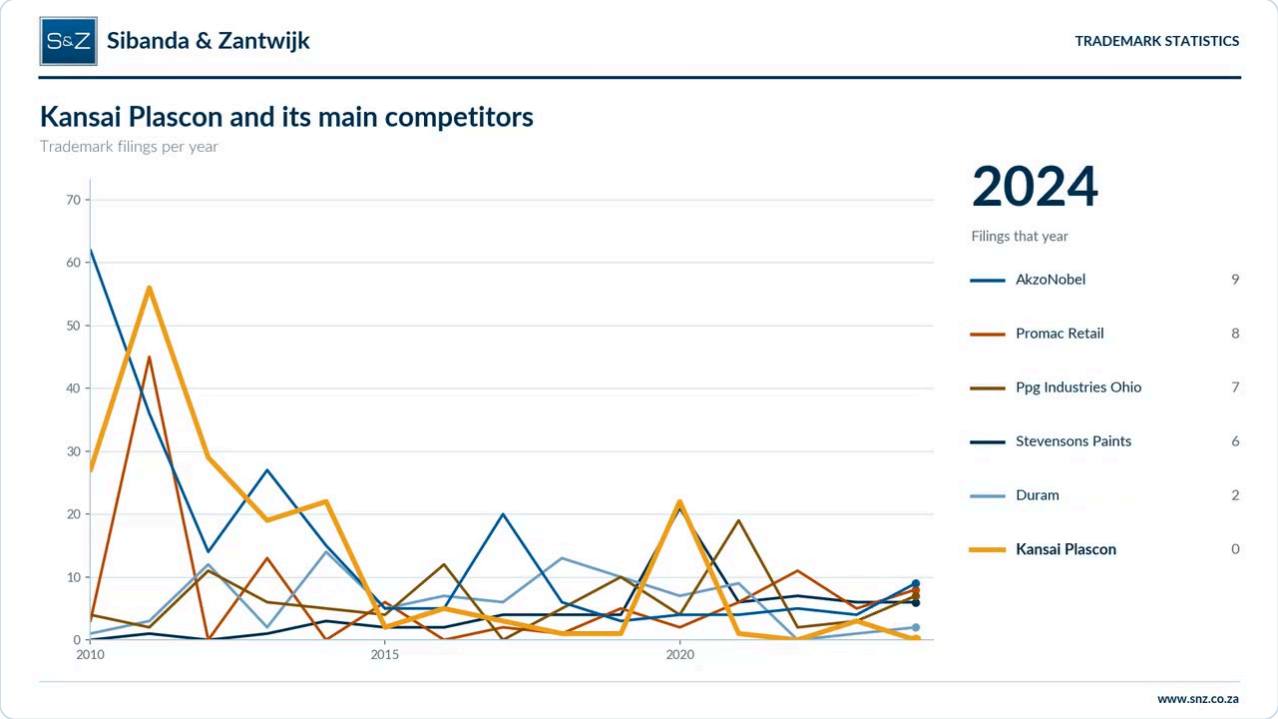
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/kansai-plascon-south-african-trademarks/class-2-race-video.html

Main competitors – the companies most like Kansai Plascon

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

Kansai Plascon's closest competitors in South Africa are Stevensons Paints, Promac Retail, Duram and Ppg Industries Ohio.

Kansai Plascon 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/kansai-plascon-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Stevensons Paints	Direct competitor	100%
2	Promac Retail	Direct competitor	89%
3	Duram	Direct competitor	79%
4	Ppg Industries Ohio	Direct competitor	70%
5	AkzoNobel	Direct competitor	70%
6	Paintsmiths	Direct competitor	70%
7	Rubberroofs	Related field	66%
8	Legendary Retail Brands	Retailer's own brands	64%
9	Massmart	Retailer's own brands	64%
10	Unitrade Management Services	Retailer's own brands	63%

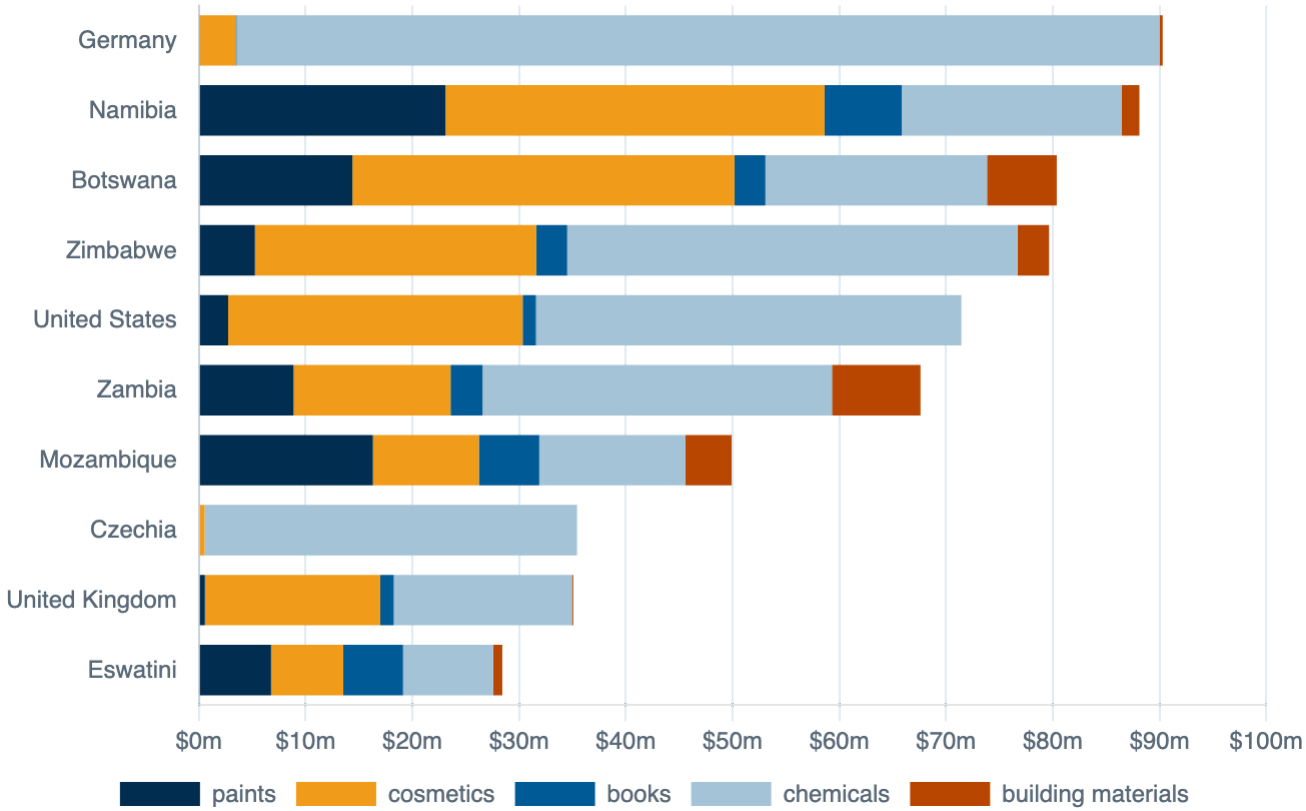
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Kansai Plascon – relevant export countries

South Africa exported **US$2.0 billion** of the goods Kansai Plascon's main classes cover in the last year – paints; varnishes; lacquers; colorants (class 2); cosmetics; essential oils; dentifrices; perfumery (class 3); books; posters; stickers (class 16); chemicals; fertilizers; chemical preparations (class 1); building materials; asphalt; building glass (class 19). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Kansai Plascon's trademarks matter most.

Where South Africa exports Kansai Plascon's top goods

Kansai Plascon's trademarks most often cover paints, cosmetics, books, chemicals and building materials. South Africa's ten largest export markets for these goods took **62%** 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 Kansai Plascon'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, 5 CLASSES
1	European Union	77	US$234 m	-6%	National	US$2,388
2	Zimbabwe	63	US$210 m	+36%	ARIPO	US$450
3	India	62	US$7.3 m	-21%	National	US$1,295
4	Namibia	61	US$168 m	+26%	ARIPO	US$450
5	Türkiye	61	US$15 m	-9%	National	US$1,258
6	Zambia	60	US$361 m	+7%	National	US$2,610
7	Australia	58	US$12 m	-11%	National	US$2,380
8	Switzerland	57	US$2.7 m	-1%	National	US$1,660
9	Malawi	57	US$28 m	+101%	ARIPO	US$450
10	Mexico	56	US$508 k	-4%	National	US$3,050

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Zimbabwe	63	US$210 m	+36%	ARIPO	US$450 S&Z
2	Namibia	61	US$168 m	+26%	ARIPO	US$450 S&Z
3	Zambia	60	US$361 m	+7%	National	US$2,610
4	Malawi	57	US$28 m	+101%	ARIPO	US$450 S&Z
5	Mozambique	55	US$92 m	-15%	ARIPO	US$450 S&Z
6	Eswatini	55	US$75 m	-9%	National	US$446
7	OAPI (17 states)	55	US$18 m	-1%	National	US$1,563 S&Z
8	Tanzania	54	US$16 m	-11%	ARIPO	US$450 S&Z
9	Lesotho	54	US$46 m	+1%	National	US$326
10	Botswana	53	US$137 m	-9%	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)
PLASCON	13	US$2,639	US$3,041
PARTHENON	6	US$1,218	US$1,748
FREEWORLD	9	US$1,827	US$2,302
CAPE WATERS	7	US$1,421	US$1,932
AEROLAK AUTOCARE	3	US$609	US$1,194

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 Kansai Plascon's five most-filed brands: word marks of **other companies** (not Kansai Plascon'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 PLASCON (classes 2, 3, 16, 35, 37; searched 2021-12-22 to 2026-11-08)

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

Similar to PARTHENON (classes 1, 2, 4, 16, 19, 21; searched 2019-09-25 to 2026-11-08)

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

Similar to FREEWORLD (classes 2, 3, 16, 35, 37; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to CAPE WATERS (classes 1, 2, 3, 16, 35, 37, 42; searched 2018-01-31 to 2026-11-08)

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

Similar to AEROLAK AUTOCARE (classes 2, 3, 4; searched 2022-02-23 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

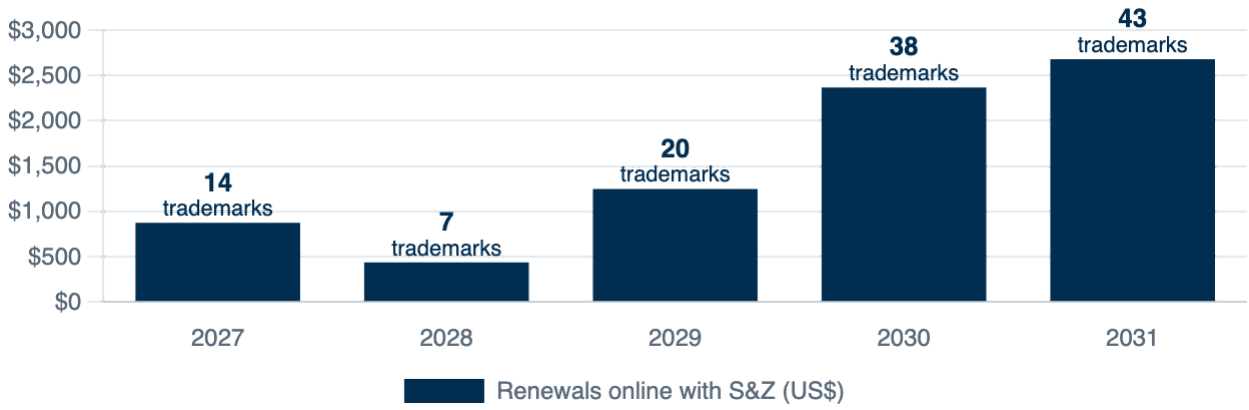
S&Z prices – South African trademarks

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$.

Kansai Plascon's next five years of renewals

122 of Kansai Plascon's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$7,599** over the five years.



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