Macsteel – South African trademarks

Updated 8 November 2026

Macsteel is a South African steel distributor and processor, supplying steel products to construction, mining and manufacturing.

How Macsteel 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.

#324
largest trademark owner in South Africa (of 121,626)

183
trademarks filed

6
different logos published since 2020

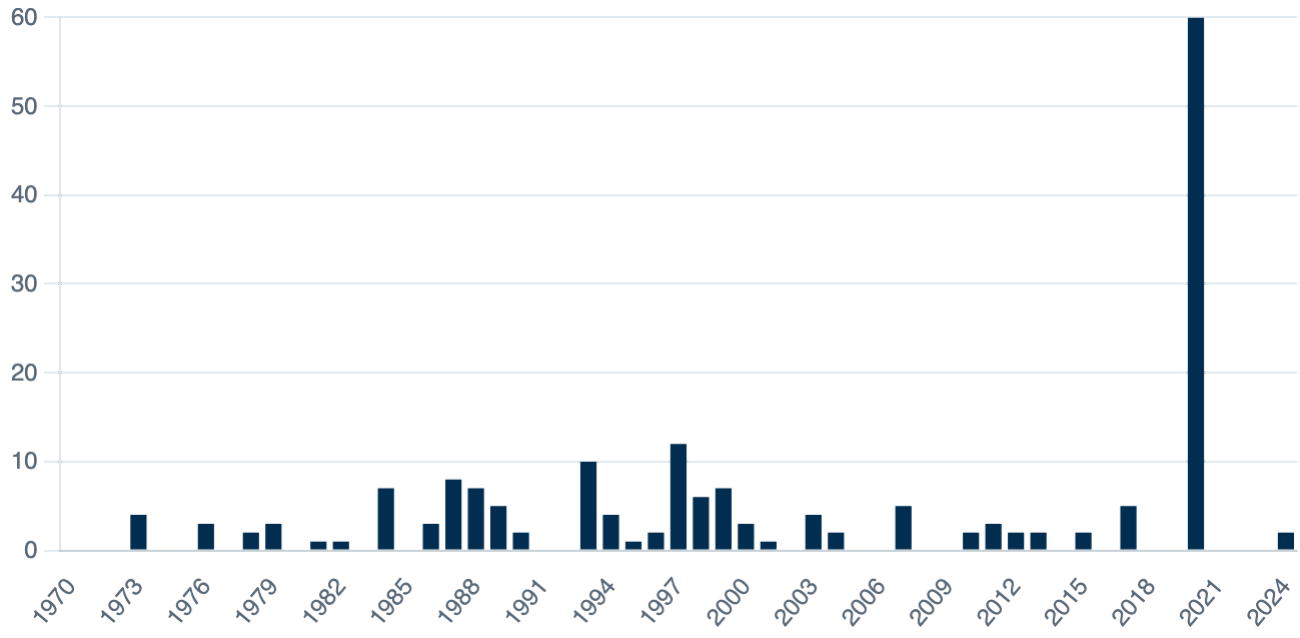
14
of 45 classes used

1960
first trademark filed

67
filed in the last 10 years

A portfolio built over time

Macsteel filed its first South African trademark in 1960 and has filed 183 since; its busiest year was 2020, with 60 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

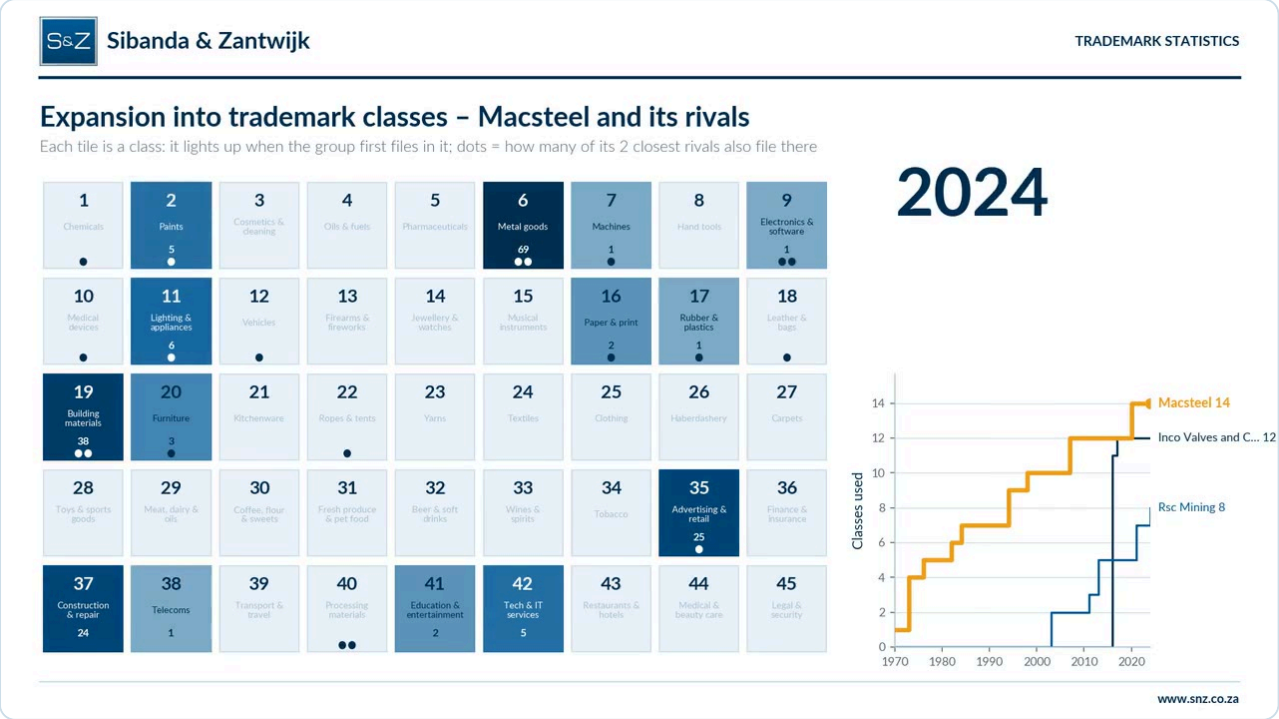
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Macsteel	226	1960–2024
Macsteel Service Centerrs USA	1	2001–2001

Where Macsteel expanded its business

Trademark classes show what a business sells. Macsteel's portfolio is concentrated in metal goods (class 6), building materials (class 19), advertising & retail (class 35). Its most recent moves were into electronics & software (2020), telecoms (2020), paper & print (2007).

Macsteel trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/macsteel-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
6 Metal goods	69	37.7%	1960
19 Building materials	38	20.8%	1973
35 Advertising & retail	25	13.7%	1973
37 Construction & repair	24	13.1%	1976
11 Lighting & appliances	6	3.3%	1994
2 Paints	5	2.7%	1982
42 Tech & IT services	5	2.7%	1984
20 Furniture	3	1.6%	1973

The brands Macsteel protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	MACSTEEL	21	8	1978–2020
2	MACSTEEL EXPRESS	12	4	2020–2020
3	HARVEYTILE	7	4	1973–1996
4	MACSTEEL CONNECT	6	6	2020–2020
5	EX	4	4	2020–2020
6	FURNSTEEL	4	4	1984–1984
7	PURSUING REINVENTION	4	4	2020–2020
8	MAC-FLO	4	3	2004–2010
9	EXPRESS	3	3	2020–2020
10	GULF STEEL PRICE.QUALITY.SERVICE	3	3	1989–1989
11	HARVEY	3	3	1979–1979
12	NATCO	3	3	1994–1994
13	ROMATILE	3	3	1988–1989
14	TUBEMAKERS OF SOUTHERN AFRICA	3	3	2000–2000
15	WONDERTILE	3	3	1988–1988

Logos filed most often (since 2020)



23 filings · 6 classes



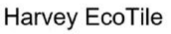
8 filings · 4 classes



7 filings · 4 classes



4 filings · 4 classes



1 filing · 1 class



1 filing · 1 class

Macsteel's logos

The 6 different logos Macsteel 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.

MACSTEEL

6 classes

4 classes

4 classes

4 classes

Harvey EcoTile

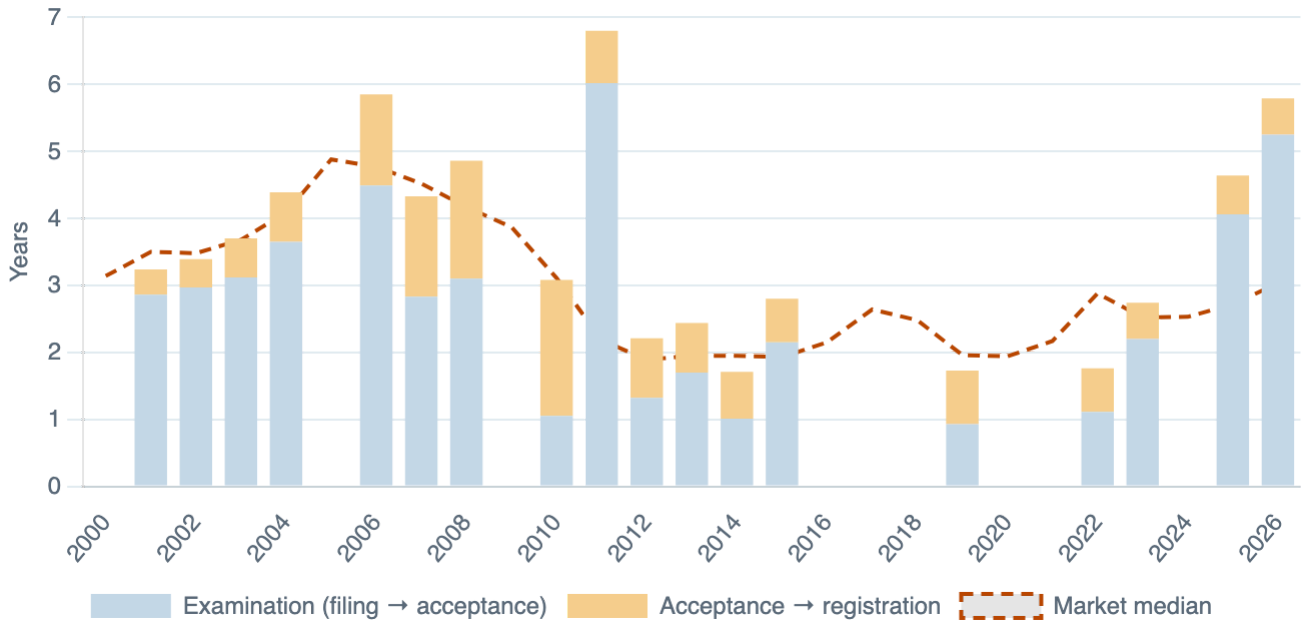
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Macsteel's marks took a median of **5.8 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 5.2 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance. In 2026 the median jumped to 5.8 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.

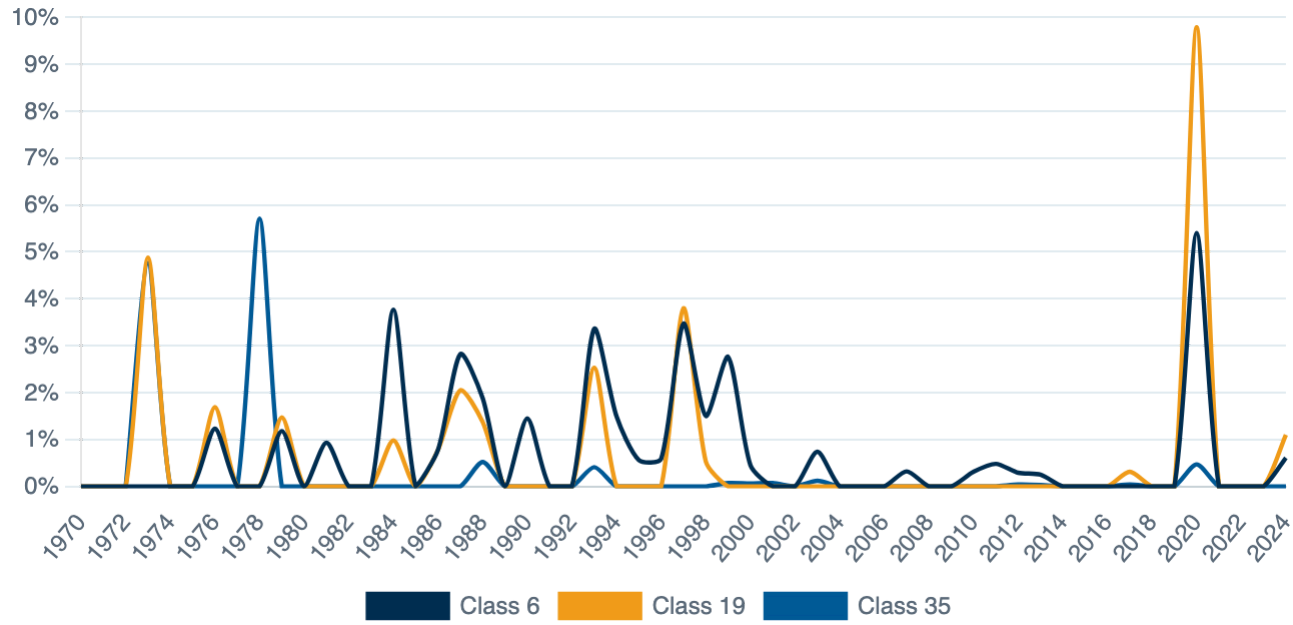


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Macsteel's classes

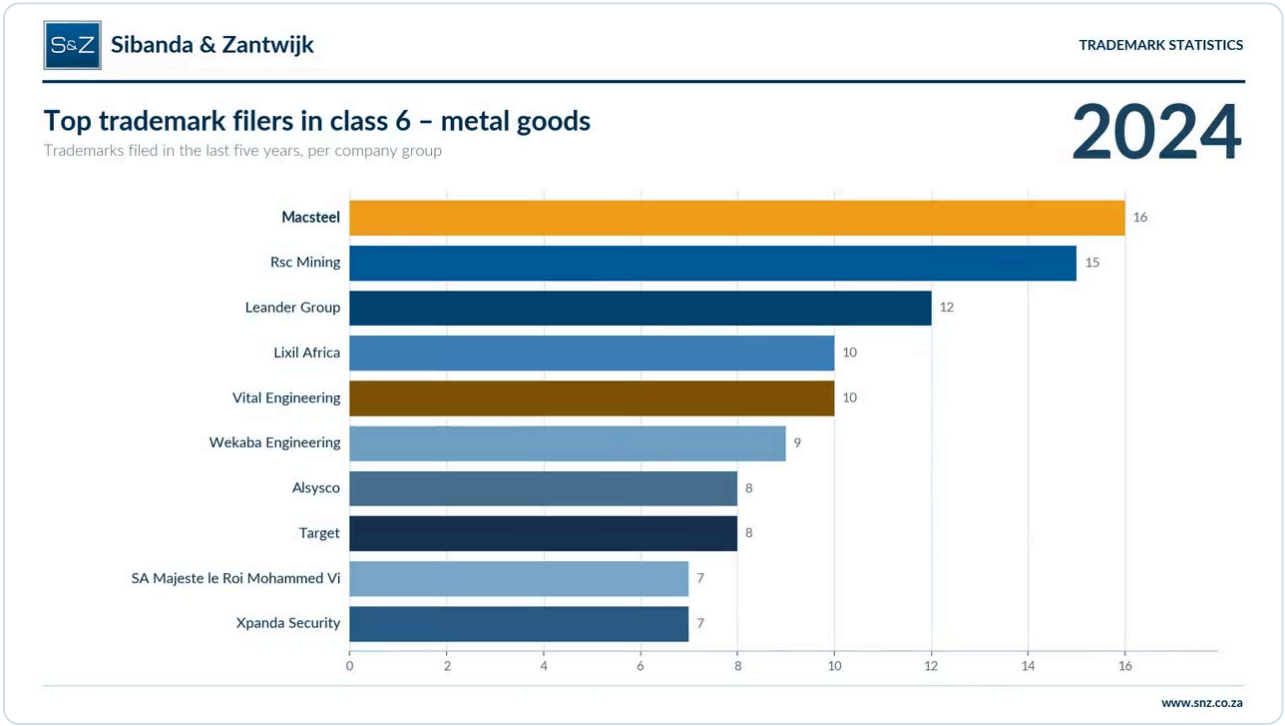
> Ranked by **number of trademarks filed in Macsteel's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Macsteel's market position, not who is most like it.

In the last five years, Macsteel was **#1** of 624 filers in class 6 (metal goods), with 16 of 1,047 trademarks; **#4** of 380 filers in class 19 (building materials), with 15 of 721 trademarks; **#51** of 5,866 filers in class 35 (advertising & retail), with 12 of 11,124 trademarks.



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

Top trademark filers in class 6 (metal goods), South Africa 1975–2024: Macsteel



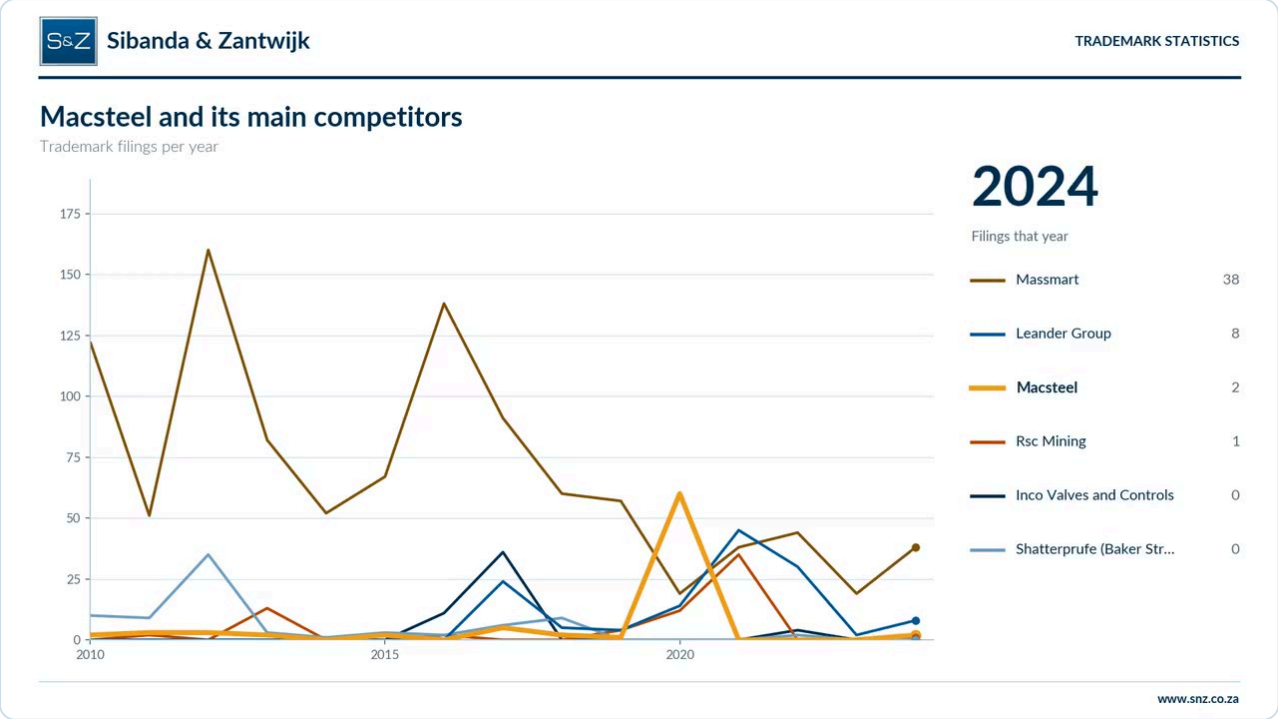
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/macsteel-south-african-trademarks/class-6-race-video.html

Main competitors – the companies most like Macsteel

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

Macsteel's closest competitors in South Africa are Inco Valves and Controls and Rsc Mining.

Macsteel 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/macsteel-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Inco Valves and Controls	Direct competitor	64%
2	Rsc Mining	Direct competitor	64%
3	Shatterprufe (Baker Street Trust)	Related field	61%
4	Massmart	Retailer's own brands	72%
5	Leander Group	Retailer's own brands	65%
6	Unitrade Management Services	Retailer's own brands	61%
7	Equinor	Other field	62%
8	Opmobility	Other field	62%
9	TotalEnergies	Other field	60%
10	Anglo American Services UK	Other field	59%

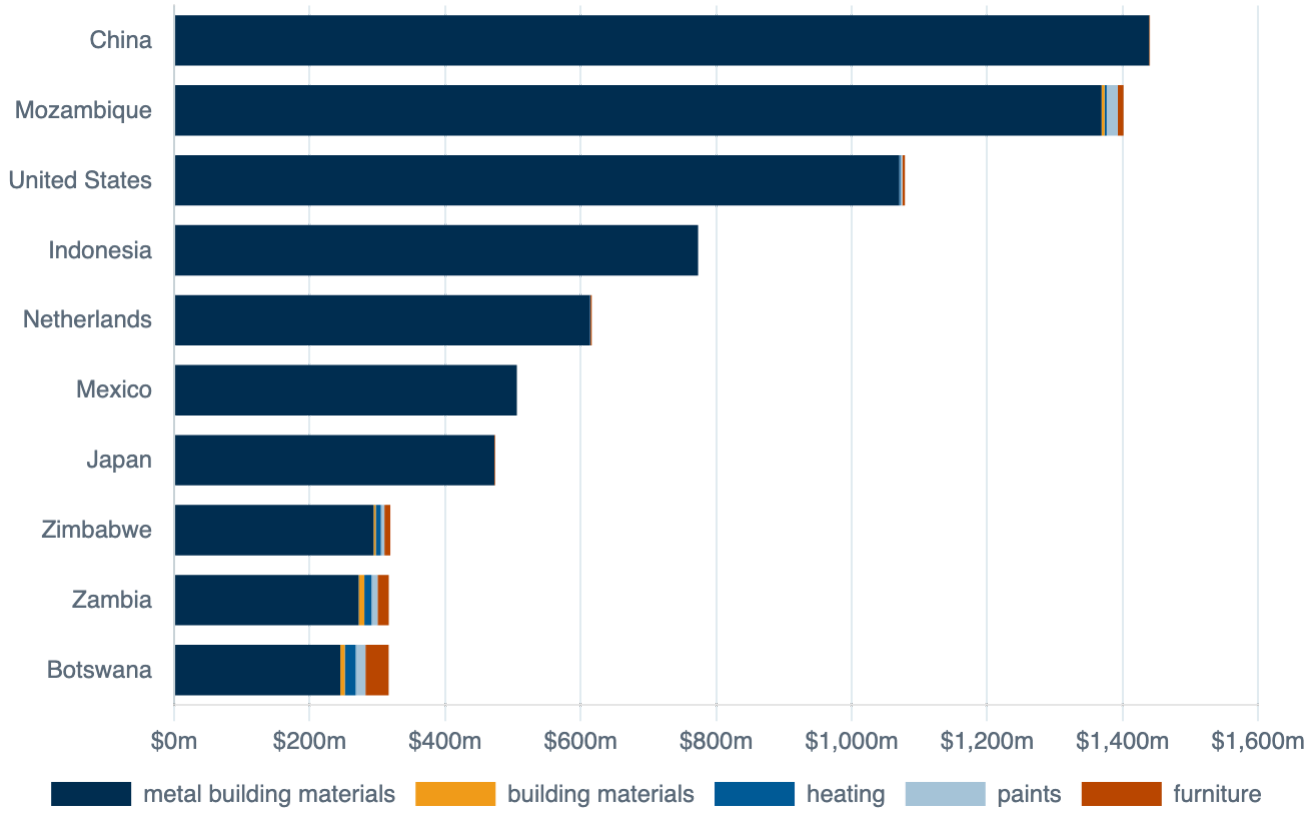
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Macsteel – relevant export countries

South Africa exported **US$12.1 billion** of the goods Macsteel's main classes cover in the last year – metal building materials; common metals and their alloys; small items of metal hardware; safes (class 6); building materials; asphalt; bitumen; pitch (class 19); heating; valves; lighting; parts (class 11); paints; varnishes; lacquers; colorants (class 2); furniture; pillows; chairs (class 20). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Macsteel's trademarks matter most.

Where South Africa exports Macsteel's top goods

Macsteel's trademarks most often cover metal building materials, building materials, heating, paints and furniture. South Africa's ten largest export markets for these goods took **63%** 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 Macsteel'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	81	US$1.9 billion	-7%	National	US$2,388
2	United States of America	74	US$1.1 billion	-6%	National	US$3,425
3	United Kingdom	66	US$179 m	-2%	National	US$1,371
4	India	63	US$170 m	-1%	National	US$1,295
5	Mozambique	63	US$1.5 billion	+2%	ARIPO	US$450
6	China	62	US$1.4 billion	-8%	National	US$1,224
7	Mexico	62	US$506 m	+2%	National	US$3,050
8	Türkiye	59	US$65 m	-6%	National	US$1,258
9	Canada	59	US$55 m	-8%	National	US$2,192
10	Australia	58	US$74 m	-3%	National	US$2,380

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Mozambique	63	US$1.5 billion	+2%	ARIPO	US$450 S&Z
2	Zimbabwe	56	US$390 m	+9%	ARIPO	US$450 S&Z
3	Tanzania	54	US$119 m	+7%	ARIPO	US$450 S&Z
4	Nigeria	54	US$18 m	-13%	National	US$1,015 S&Z
5	OAPI (17 states)	54	US$145 m	-3%	National	US$1,563 S&Z
6	Namibia	53	US$379 m	+7%	ARIPO	US$450 S&Z
7	Morocco	53	US$5.4 m	+14%	National	US$1,408
8	Egypt	53	US$16 m	-4%	National	US$2,278
9	Lesotho	52	US$134 m	+20%	National	US$326
10	Malawi	52	US$64 m	+21%	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)
MACSTEEL	8	US$1,624	US$2,117
MACSTEEL EXPRESS	4	US$812	US$1,378
HARVEYTILE	4	US$812	US$1,378
MACSTEEL CONNECT	6	US$1,218	US$1,748
EX	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 Macsteel's five most-filed brands: word marks of **other companies** (not Macsteel'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 MACSTEEL (classes 2, 6, 11, 16, 19, 35, 37, 41; searched 2018-05-30 to 2026-11-08)

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

Similar to MACSTEEL EXPRESS (classes 6, 19, 35, 37; searched 2018-01-31 to 2026-11-08)

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

Similar to HARVEYTILE (classes 6, 19, 37, 42; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to MACSTEEL CONNECT (classes 6, 9, 19, 35, 37, 38; searched 2018-01-31 to 2026-11-08)

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

Similar to FURNSTEEL (classes 6, 19, 20, 42; searched 2018-08-29 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

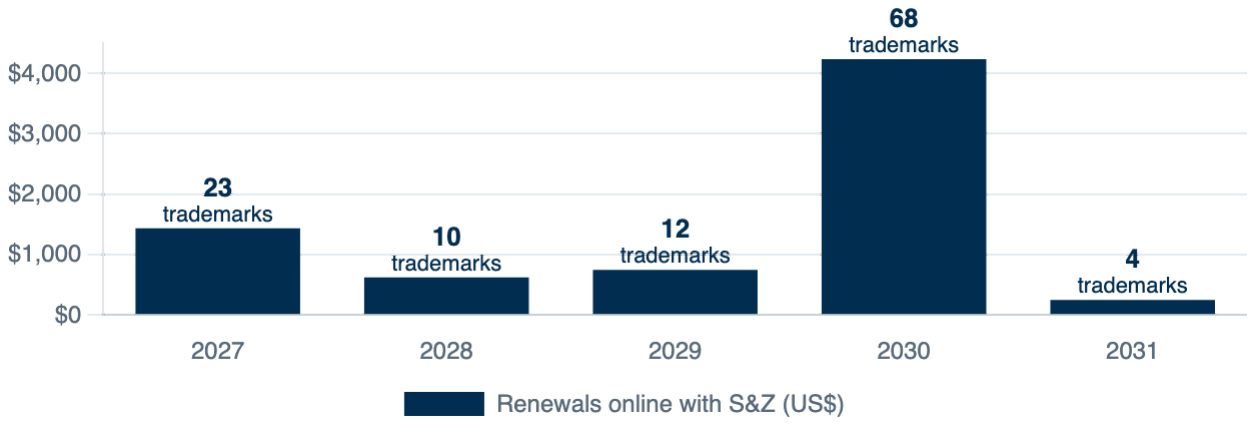
S&Z prices – South African trademarks

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$.

Macsteel's next five years of renewals

117 of Macsteel's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$7,288** over the five years.



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