Omnia – South African trademarks

Updated 8 November 2026

Omnia is a JSE-listed South African chemicals group. It supplies fertilisers and crop nutrition to farmers, explosives and blasting services to mines, and specialty chemicals to industry.

How Omnia 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.

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

456
trademarks filed

6
different logos published since 2020

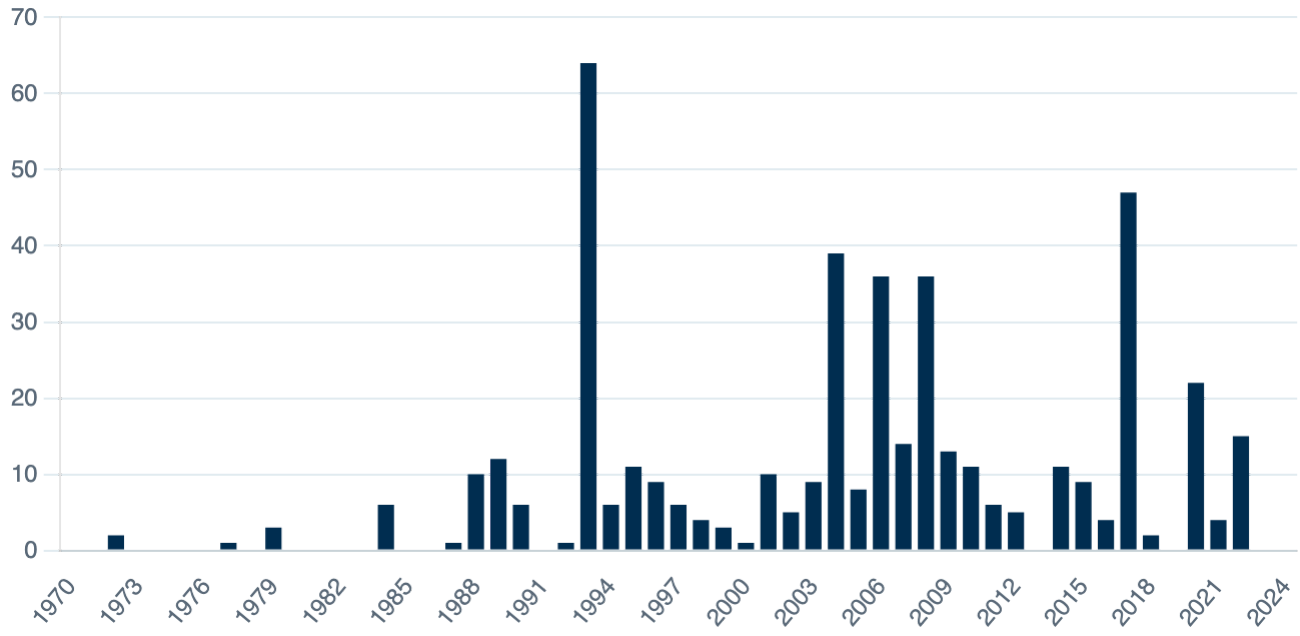
32
of 45 classes used

1962
first trademark filed

95
filed in the last 10 years

A portfolio built over time

Omnia filed its first South African trademark in 1962 and has filed 456 since; its busiest year was 1993, with 64 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

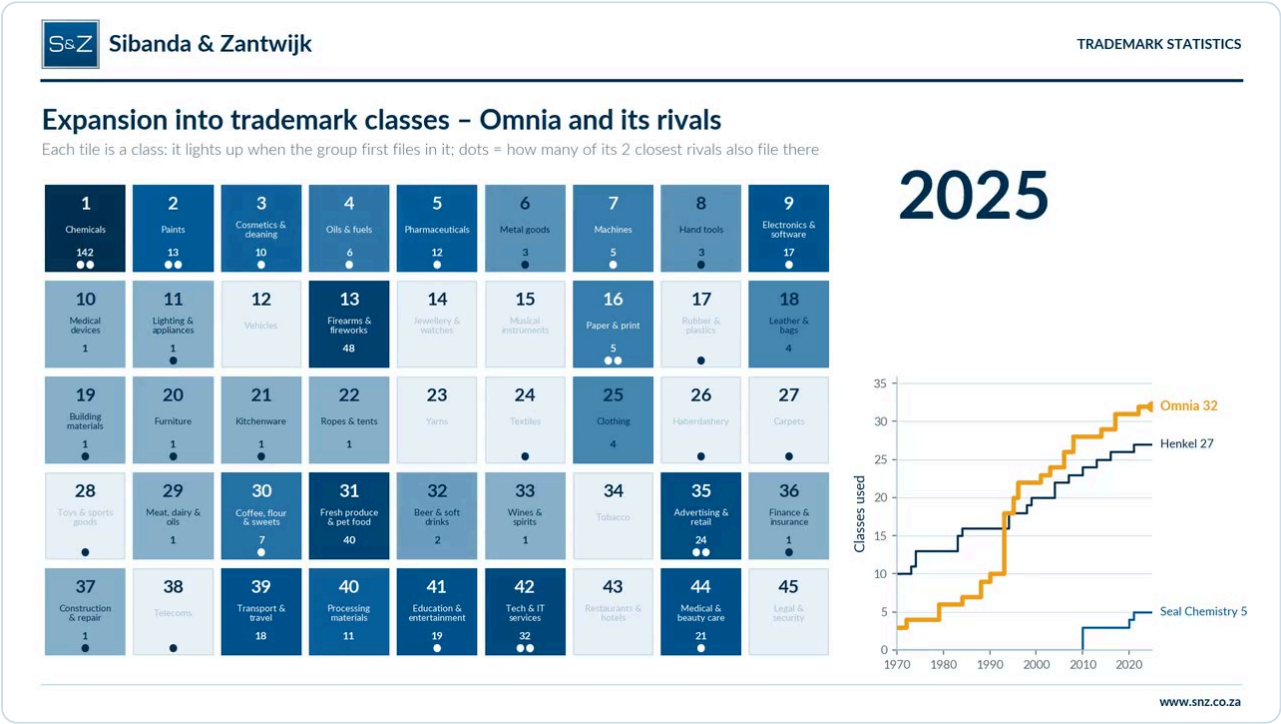
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Omnia	455	1962–2025
Omnia Group	2	1990–1990

Where Omnia expanded its business

Trademark classes show what a business sells. Omnia's portfolio is concentrated in chemicals (class 1), firearms & fireworks (class 13), fresh produce & pet food (class 31). Its most recent moves were into lighting & appliances (2022), construction & repair (2017), metal goods (2017).

Omnia trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/omnia-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	142	31.1%	1963
13	Firearms & fireworks	48	10.5%	1988
31	Fresh produce & pet food	40	8.8%	1979
42	Tech & IT services	32	7.0%	1990
35	Advertising & retail	24	5.3%	1993
44	Medical & beauty care	21	4.6%	2003
41	Education & entertainment	19	4.2%	1993
39	Transport & travel	18	3.9%	1993

The brands Omnia protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	OMNIA	36	16	1979–2008
2	PROBRYTE	13	7	2017–2020
3	AXIOTEQ	12	6	2017–2017
4	DIGIAG	12	6	2017–2017
5	BME	11	4	1993–2008
6	PROTEA	10	6	1962–2006
7	PROCHEM	7	5	1972–1994
8	AGRIMAN	6	6	1993–1993
9	INTABA CHEMICALS	6	6	1995–1995
10	PROPHOS	6	6	2022–2022
11	PIM	5	5	1996–1996
12	PROSOL	5	5	2017–2017
13	PROTEA CHEMICALS DIRECT	5	5	2010–2010
14	5R	4	4	2022–2022
15	MORE THAN JUST A CHEMICAL SUPPLIER	4	4	2006–2006

Logos filed most often (since 2020)



6 filings · 6 classes



6 filings · 3 classes



2 filings · 2 classes



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

Omnia's logos

The 6 different logos Omnia 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.

6 classes

3 classes

2 classes

1 class

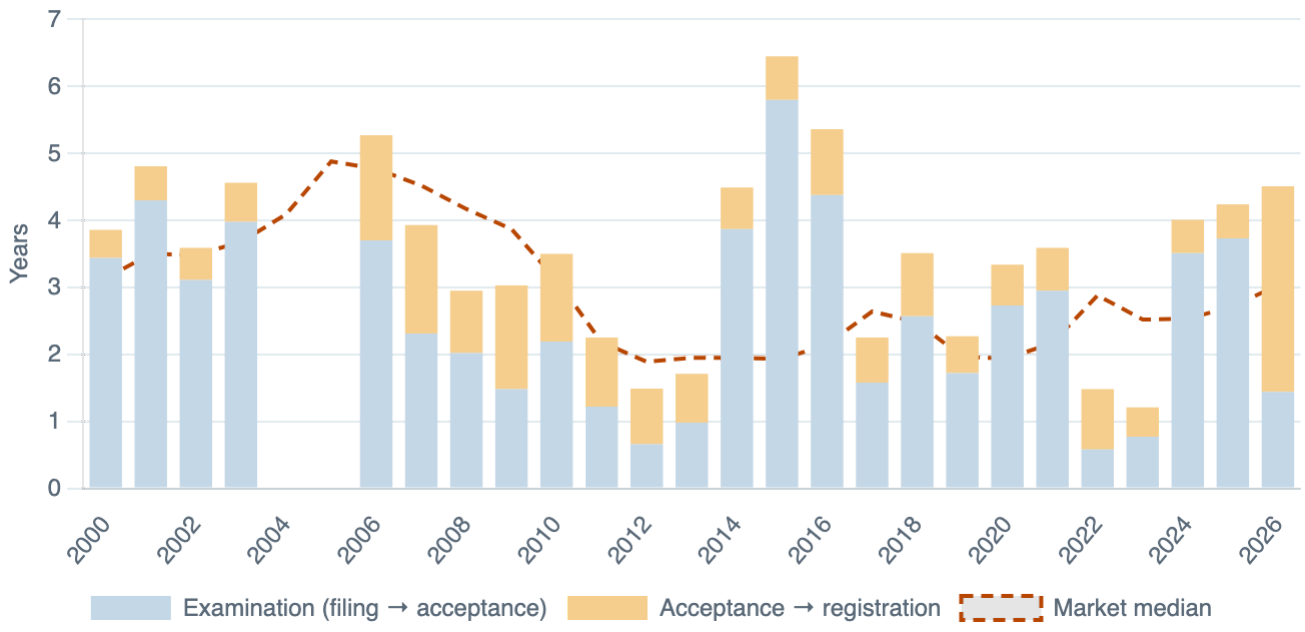
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Omnia's marks took a median of **3.6 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.6 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

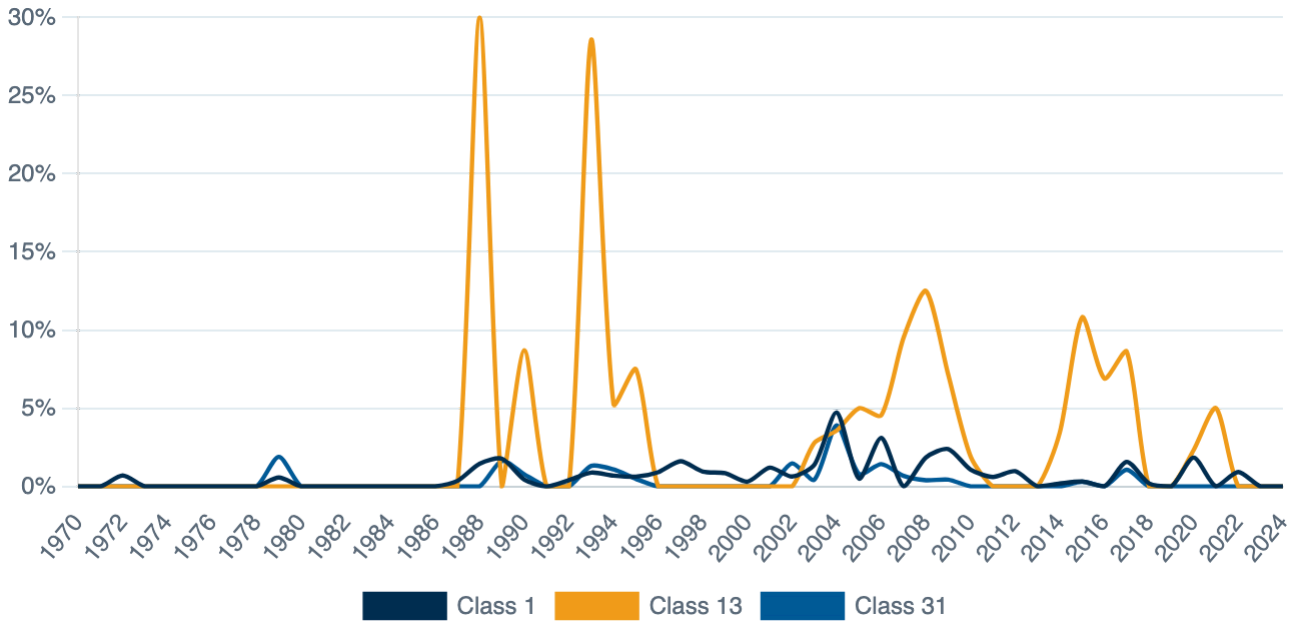


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Omnia's classes

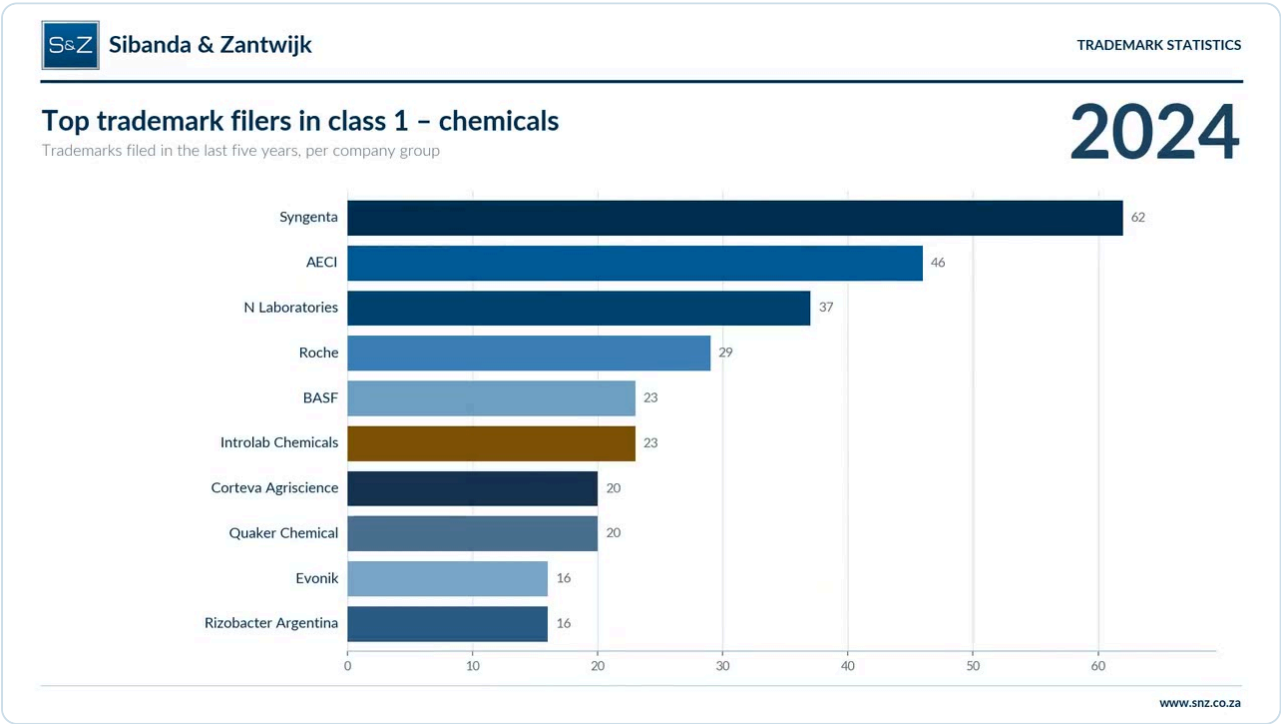
> Ranked by **number of trademarks filed in Omnia's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Omnia's market position, not who is most like it.

In the last five years, Omnia was **#14** of 947 filers in class 1 (chemicals), with 13 of 2,054 trademarks; **#17** of 106 filers in class 13 (firearms & fireworks), with 3 of 191 trademarks.



Omnia'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: Omnia



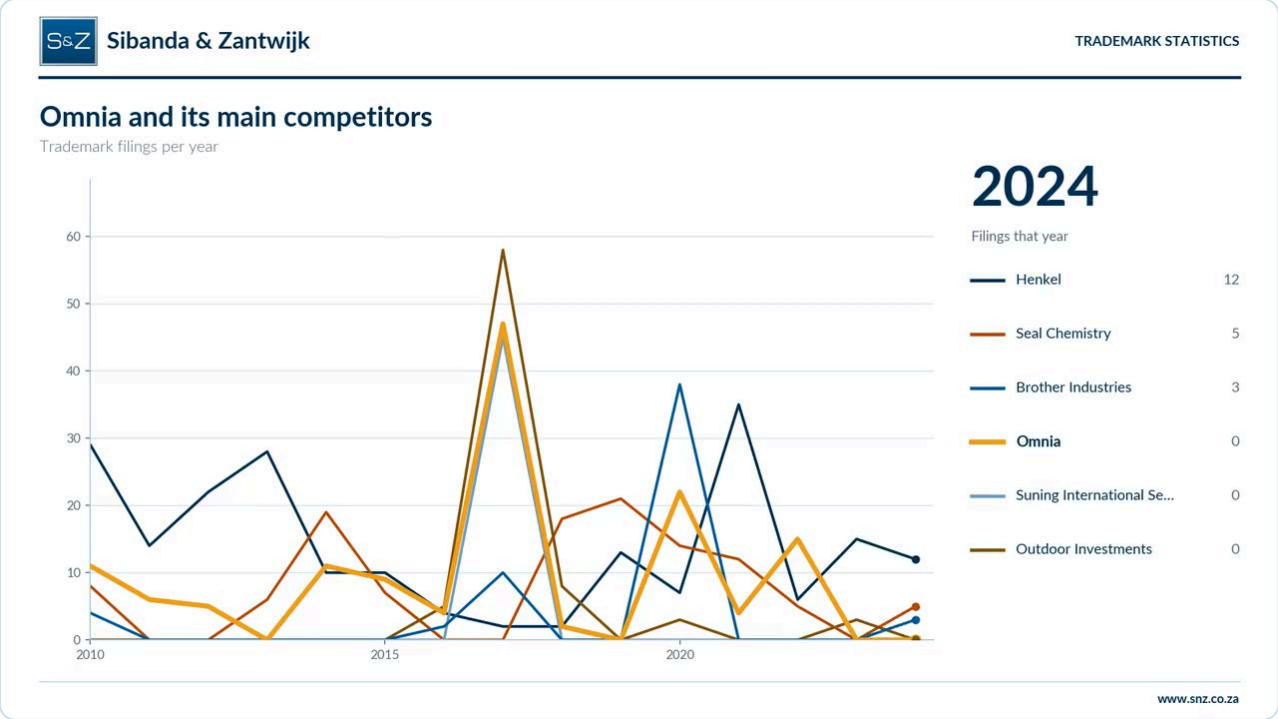
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/omnia-south-african-trademarks/class-1-race-video.html

Main competitors – the companies most like Omnia

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

Omnia's closest competitors in South Africa are Henkel and Seal Chemistry.

Omnia 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/omnia-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Henkel	Direct competitor	47%
2	Seal Chemistry	Direct competitor	46%
3	Suning International Services	Retailer's own brands	61%
4	Outdoor Investments	Retailer's own brands	56%
5	Brother Industries	Other field	61%
6	Ryno de Villiers	Other field	60%
7	Reutech	Other field	60%
8	Nicopure Labs	Other field	52%
9	Thyssenkrupp	Other field	51%
10	Vermont Sales	Other field	48%

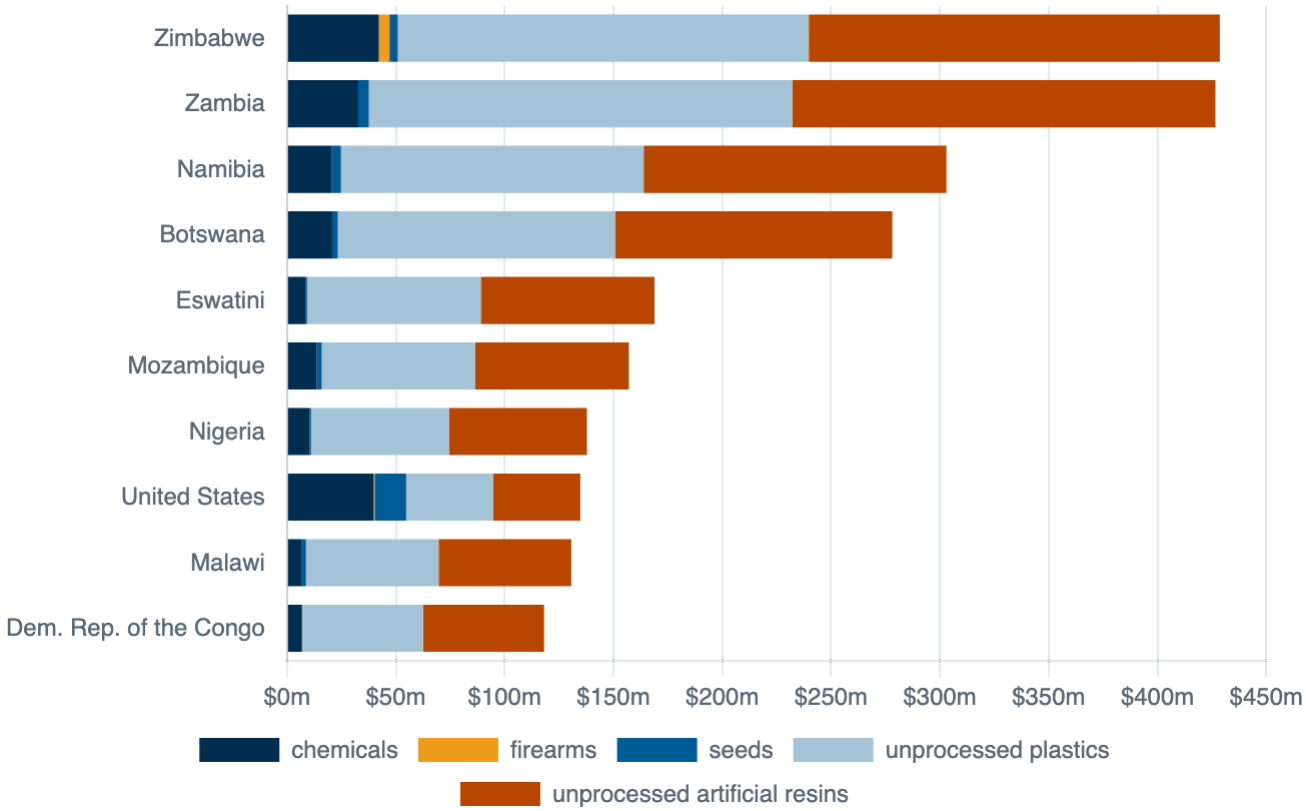
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Omnia – relevant export countries

South Africa exported **US$9.4 billion** of the goods Omnia's main classes cover in the last year – chemicals; unprocessed plastics; unprocessed artificial resins; adhesives (class 1); firearms; fireworks; ammunition; explosives (class 13); seeds; fresh fruits and vegetables; natural plants and flowers; grains (class 31). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Omnia's trademarks matter most.

Where South Africa exports Omnia's top goods

Omnia's trademarks most often cover chemicals, firearms, seeds, unprocessed plastics and unprocessed artificial resins. South Africa's ten largest export markets for these goods took **64%** 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 Omnia'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	80	US$2.4 billion	-4%	National	US$1,859
2	United Kingdom	69	US$790 m	-2%	National	US$1,012
3	India	67	US$115 m	+5%	National	US$807
4	Zimbabwe	63	US$927 m	+60%	ARIPO	US$343
5	Viet Nam	60	US$61 m	+1%	National	US$1,460
6	Nigeria	59	US$119 m	-12%	National	US$609
7	Indonesia	59	US$25 m	+6%	National	US$1,590
8	Malawi	59	US$74 m	+55%	ARIPO	US$343
9	Philippines	59	US$61 m	-2%	National	US$1,023
10	Russian Federation	58	US$246 m	-2%	National	US$1,492

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 3 CLASSES
1	Zimbabwe	63	US$927 m	+60%	ARIPO	US$343 S&Z
2	Nigeria	59	US$119 m	-12%	National	US$609 S&Z
3	Malawi	59	US$74 m	+55%	ARIPO	US$343 S&Z
4	Mozambique	58	US$204 m	+14%	ARIPO	US$343 S&Z
5	OAPI (17 states)	57	US$128 m	+5%	National	US$1,194 S&Z
6	Uganda	55	US$18 m	+8%	ARIPO	US$343 S&Z
7	Eswatini	55	US$212 m	-2%	ARIPO	US$343 S&Z
8	Egypt	55	US$4.2 m	-6%	National	US$1,392
9	Namibia	55	US$331 m	+11%	ARIPO	US$343 S&Z
10	Lesotho	54	US$142 m	+8%	National	US$314

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)
OMNIA	16	US$3,248	US$3,595
PROBRYTE	7	US$1,421	US$1,932
AXIOTEQ	6	US$1,218	US$1,748
DIGIAG	6	US$1,218	US$1,748
BME	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 Omnia's five most-filed brands: word marks of **other companies** (not Omnia'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 OMNIA (classes 1, 13, 31, 35, 42; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to PROBRYTE (classes 1, 2, 3, 5, 6, 8, 35; searched 2018-02-28 to 2026-11-08)

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

Similar to AXIOTEQ (classes 1, 9, 31, 35, 42, 44; searched 2018-03-28 to 2026-11-08)

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

Similar to DIGIAG (classes 1, 9, 31, 35, 42, 44; searched 2021-12-22 to 2026-11-08)

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

Similar to BME (classes 13, 35, 39, 41; no close matches in the search)

No confusingly similar marks of other companies found.

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

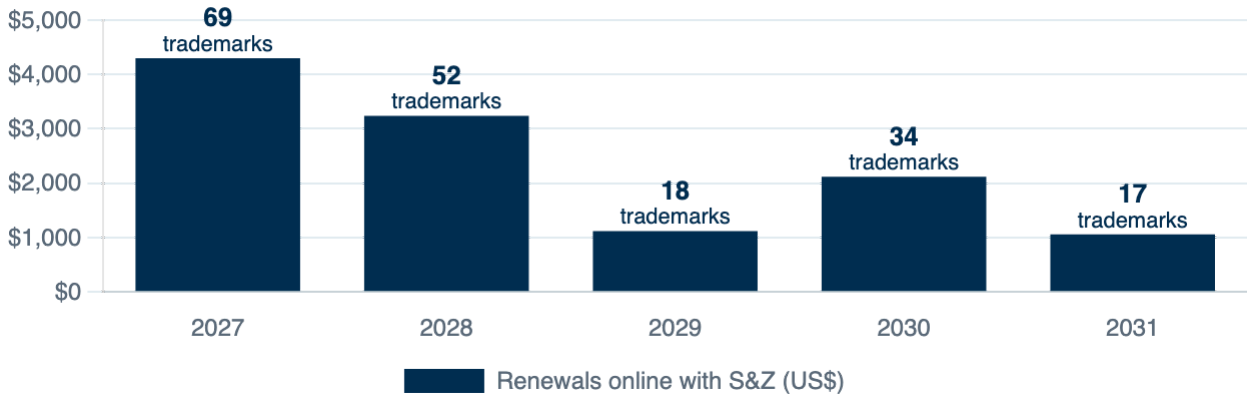
S&Z prices – South African trademarks

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$.

Omnia's next five years of renewals

190 of Omnia's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$11,835** over the five years.



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