Pepkor – South African trademarks

Updated 8 November 2026

Pepkor is a JSE-listed discount and value retailer. Its chains include PEP, Ackermans, Tekkie Town and furniture and appliance stores.

How Pepkor 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.

#68
largest trademark owner in South Africa (of 121,626)

802
trademarks filed

36
different logos published since 2020

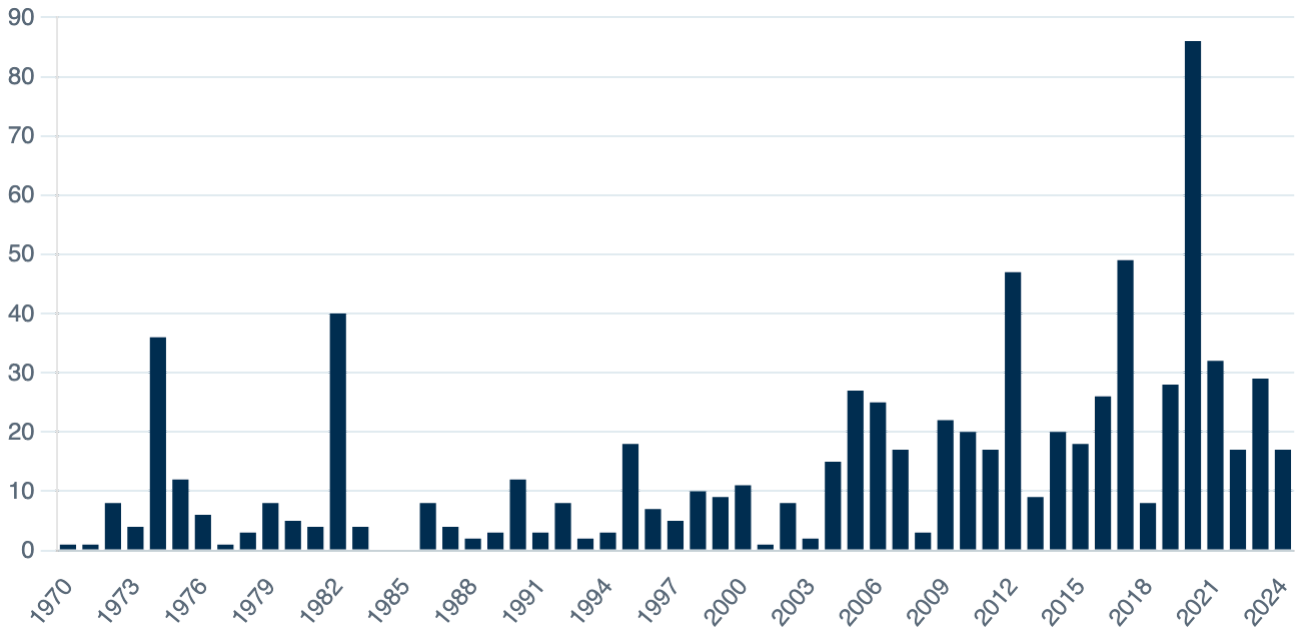
36
of 45 classes used

1919
first trademark filed

293
filed in the last 10 years

A portfolio built over time

Pepkor filed its first South African trademark in 1919 and has filed 802 since; its busiest year was 2020, with 86 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

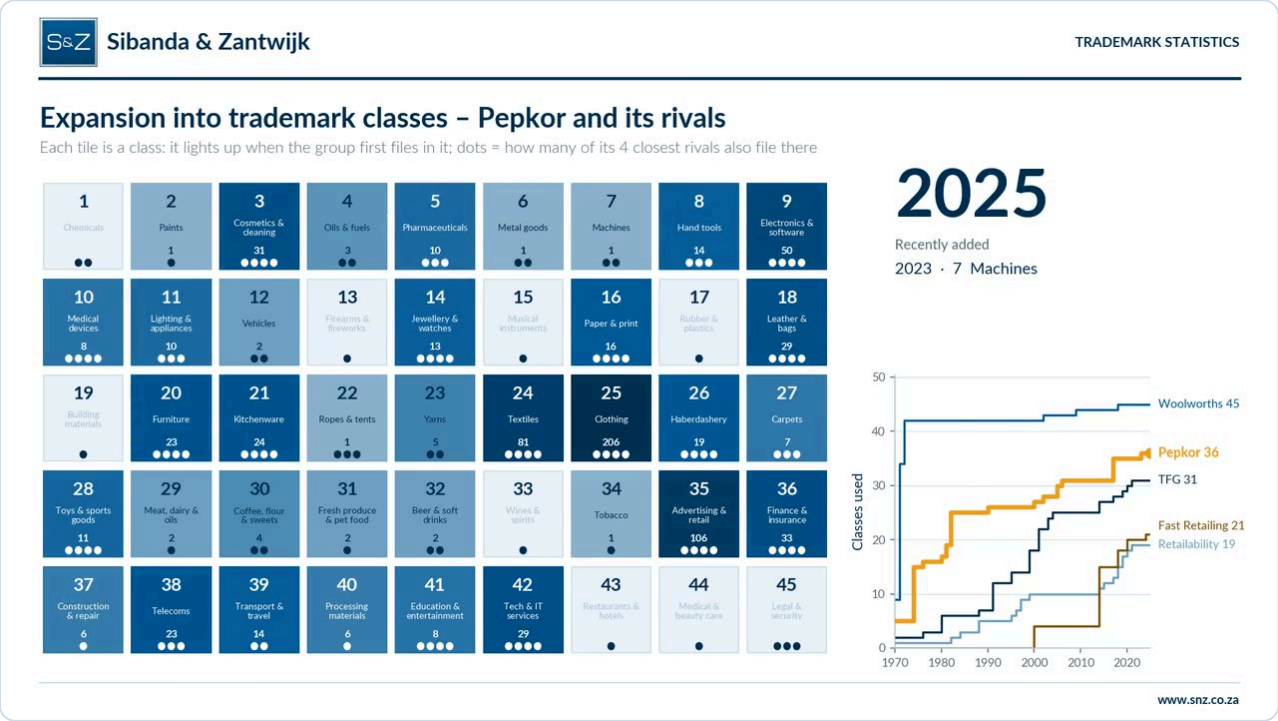
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Pepkor	1,225	1919–2025
Pepkor Retail	75	1975–2008
Rapitrade 141	6	2015–2019
Pepkor Trading Propreitary	1	2024–2024

Where Pepkor expanded its business

Trademark classes show what a business sells. Pepkor's portfolio is concentrated in clothing (class 25), advertising & retail (class 35), textiles (class 24). Its most recent moves were into machines (2023), paints (2017), tobacco (2017).

Pepkor trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/pepkor-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
25 Clothing	206	25.7%	1941
35 Advertising & retail	106	13.2%	1974
24 Textiles	81	10.1%	1919
9 Electronics & software	50	6.2%	1952
36 Finance & insurance	33	4.1%	1974
3 Cosmetics & cleaning	31	3.9%	1982
18 Leather & bags	29	3.6%	1981
42 Tech & IT services	29	3.6%	1974

The brands Pepkor protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	PEP	59	15	1973–2020
2	DEALZ	26	24	2017–2017
3	PEPKOR	19	19	1982–1982
4	ACKERMANS BABY COMPANY	17	12	1999–2021
5	WAVERLEY	14	5	1919–1980
6	CUDDLESOME	13	11	1973–2020
7	ACKERMANS	13	6	1979–2012
8	BUDDY BEAR	12	12	2006–2012
9	PEP HOME	12	4	2010–2020
10	MI CHA	9	9	2021–2021
11	CUBE	9	5	2005–2023
12	HIFI CORP EXPRESS	8	4	2017–2017
13	AYANA	7	7	2013–2024
14	JD GROUP	7	7	2022–2022
15	HOME COMFORTS	6	6	2002–2002

Logos filed most often (since 2020)



22 filings · 9 classes



11 filings · 6 classes


9 filings · 9 classes



9 filings · 4 classes



8 filings · 4 classes


6 filings · 6 classes



6 filings · 3 classes



5 filings · 4 classes


4 filings · 4 classes



4 filings · 4 classes

Pepkor's logos

The 36 different logos Pepkor 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



9 classes



6 classes



6 classes



4 classes



4 classes



4 classes



4 classes



4 classes



4 classes



3 classes



3 classes



2 classes



2 classes



2 classes



2 classes



1 class



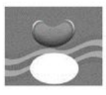
1 class



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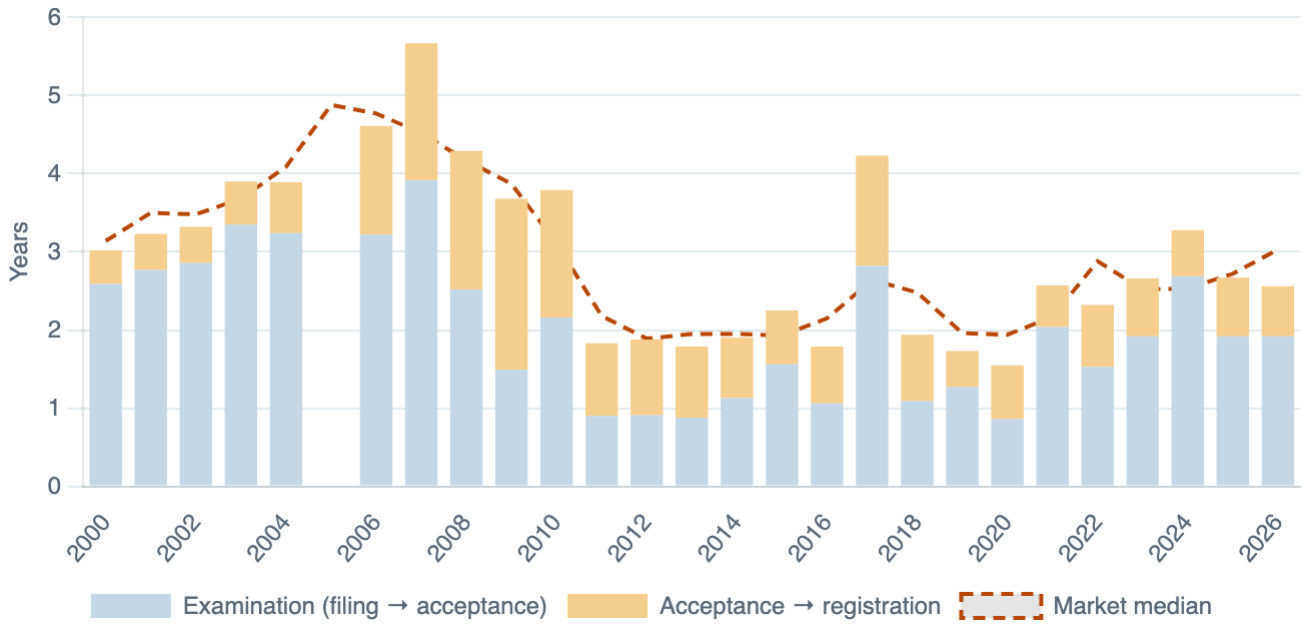
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Pepkor'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.



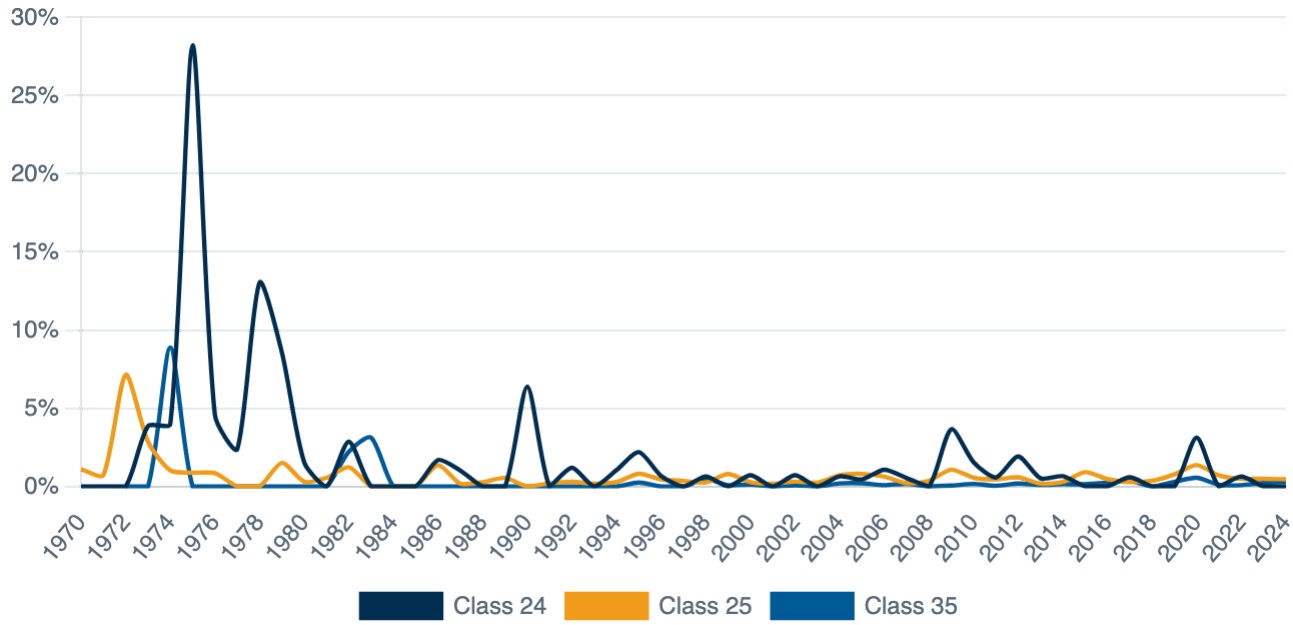
Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Pepkor's classes

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

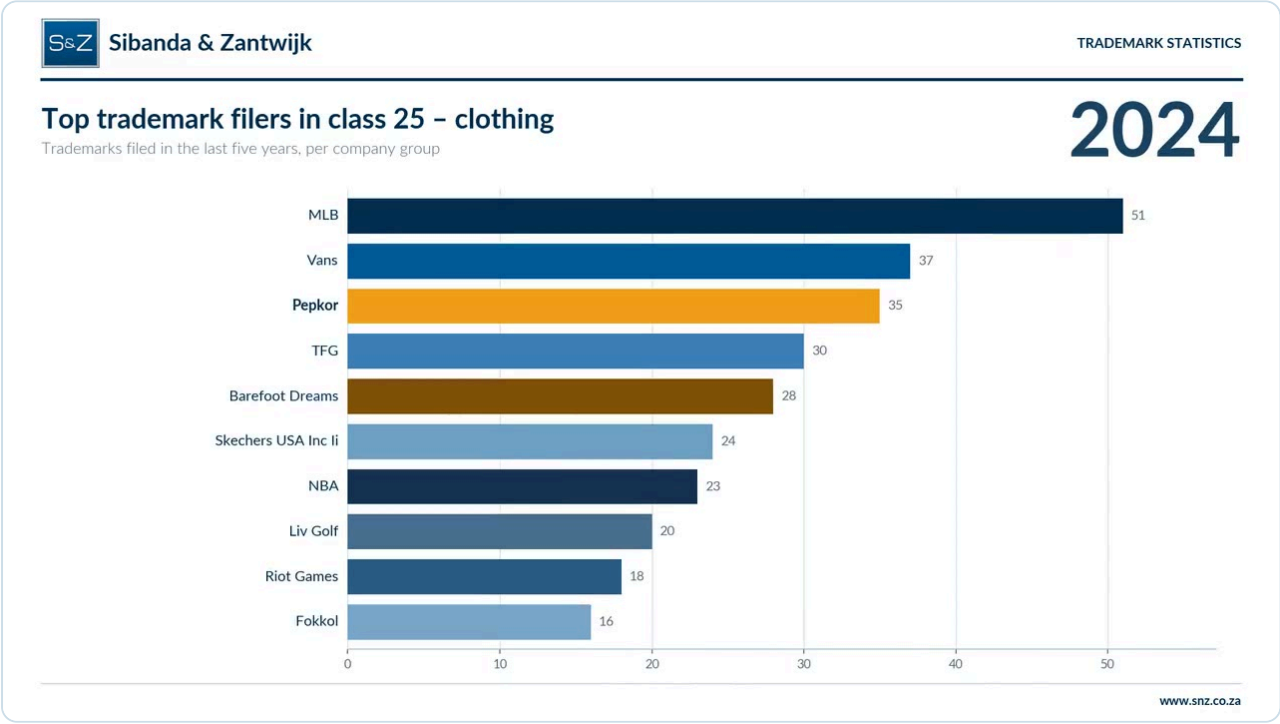
> who is most like it.

In the last five years, Pepkor was #3 of 2,715 filers in class 25 (clothing), with 35 of 4,647 trademarks; #17 of 5,866 filers in class 35 (advertising & retail), with 27 of 11,124 trademarks; #14 of 369 filers in class 24 (textiles), with 6 of 679 trademarks.



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

Top trademark filers in class 25 (clothing), South Africa 1975–2024: Pepkor



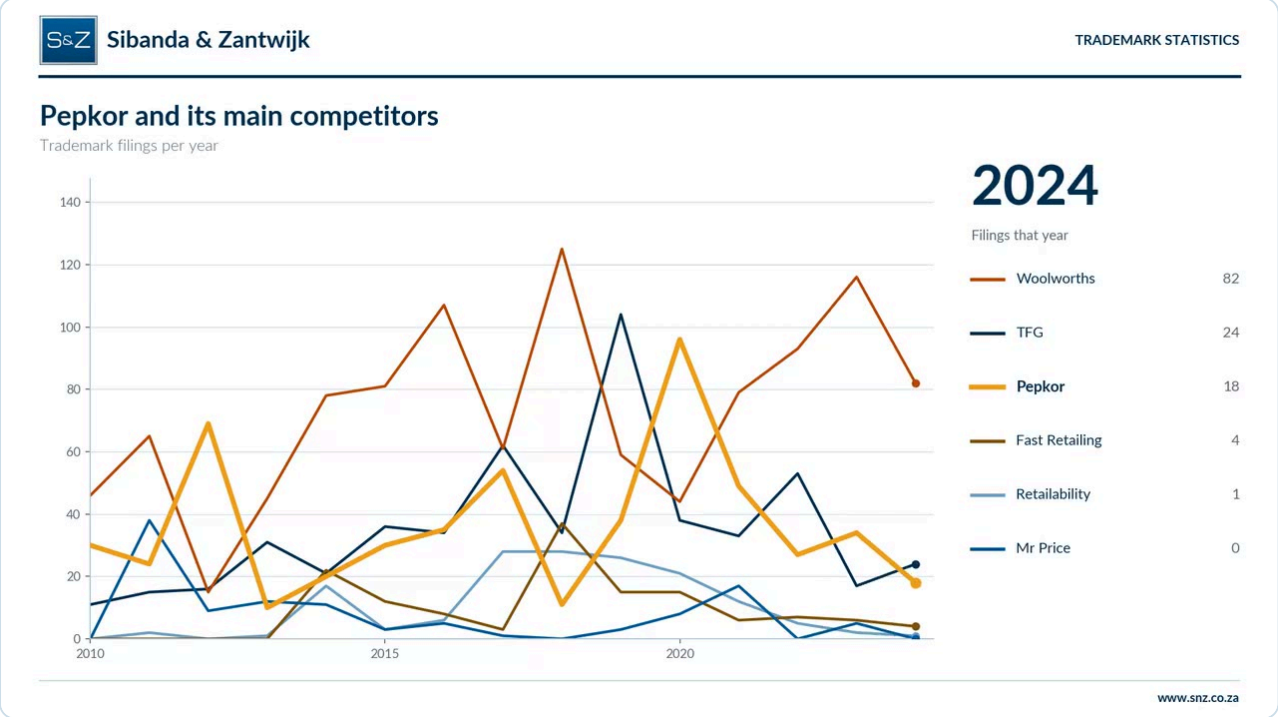
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/pepkor-south-african-trademarks/class-25-race-video.html

Main competitors – the companies most like Pepkor

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

Pepkor's closest competitors in South Africa are TFG, Woolworths, Retailability and Fast Retailing.

Pepkor 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/pepkor-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	TFG	Direct competitor	85%
2	Woolworths	Direct competitor	69%
3	Retailability	Direct competitor	69%
4	Fast Retailing	Direct competitor	67%
5	Mr Price	Direct competitor	65%
6	Edcon	Direct competitor	64%
7	Stellenbosch University	Supplier / brand owner	67%
8	Universal City Studios	Supplier / brand owner	64%
9	Ferrari	Supplier / brand owner	63%
10	Shoprite	Other field	71%

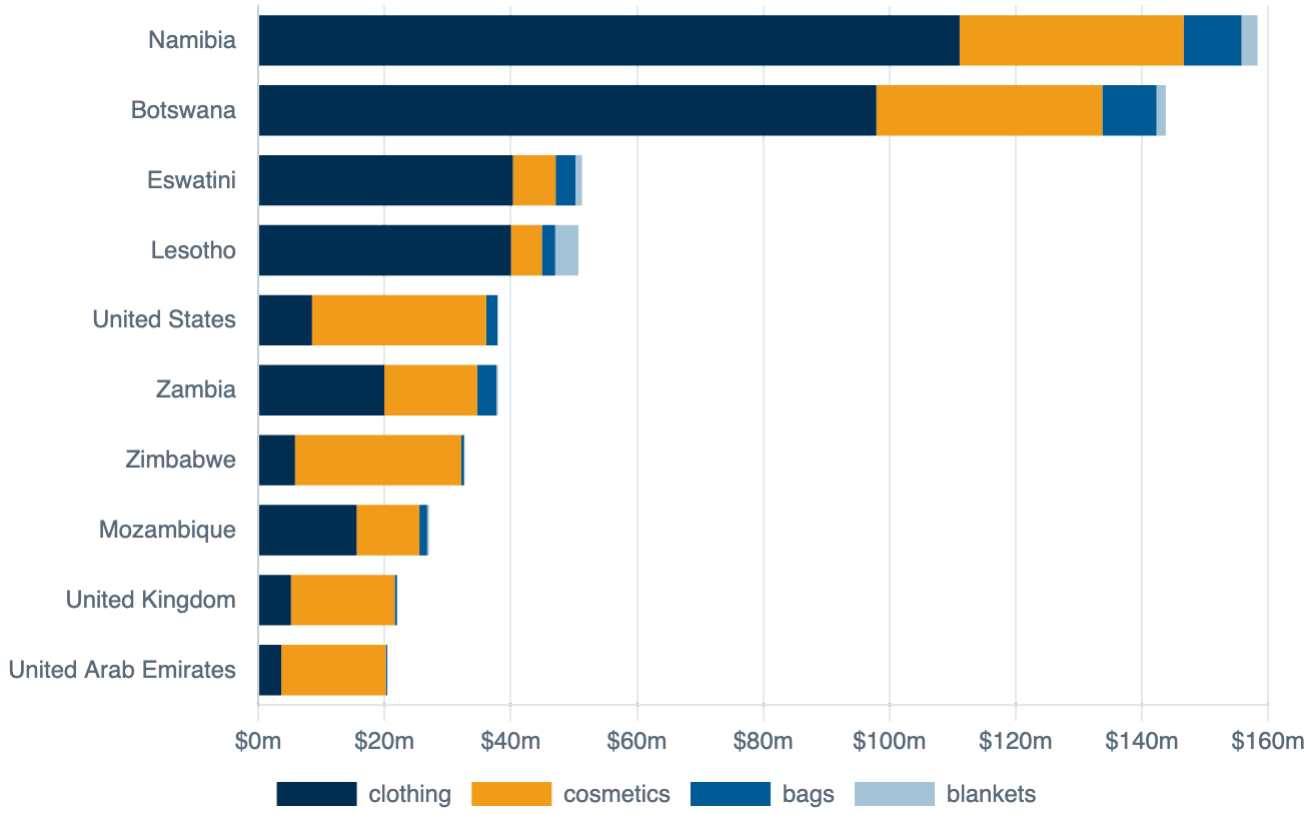
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Pepkor – relevant export countries

South Africa exported **US$1.9 billion** of the goods Pepkor's main classes cover in the last year – clothing; footwear; headwear; headgear (class 25); blankets; curtains; linen; textiles (class 24); computer software; computers; cases; apparatus and instruments (class 9); cosmetics; essential oils; perfumery; lotions (class 3); bags; backpacks; umbrellas; purses (class 18). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Pepkor's trademarks matter most.

Where South Africa exports Pepkor's top goods

Pepkor's trademarks most often cover clothing, cosmetics, bags and blankets. South Africa's ten largest export markets for these goods took **74%** 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 Pepkor'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$158 m	-0%	National	US$2,388
2	United States of America	74	US$100 m	-3%	National	US$3,425
3	United Kingdom	69	US$39 m	-4%	National	US$1,371
4	Japan	64	US$12 m	-1%	National	US$1,774
5	Namibia	63	US$289 m	+8%	ARIPO	US$450
6	Botswana	61	US$282 m	-4%	ARIPO	US$450
7	Canada	61	US$9.2 m	-6%	National	US$2,192
8	Australia	60	US$23 m	-3%	National	US$2,380
9	Switzerland	60	US$4.8 m	-2%	National	US$1,660
10	Hong Kong SAR	59	US$3.6 m	+8%	National	US$1,715

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	63	US$289 m	+8%	ARIPO	US$450 S&Z
2	Botswana	61	US$282 m	-4%	ARIPO	US$450 S&Z
3	Nigeria	55	US$14 m	-10%	National	US$1,015 S&Z
4	Zimbabwe	55	US$97 m	+2%	ARIPO	US$450 S&Z
5	OAPI (17 states)	54	US$22 m	+2%	National	US$1,563 S&Z
6	Tanzania	53	US$22 m	+1%	ARIPO	US$450 S&Z
7	Malawi	52	US$20 m	+22%	ARIPO	US$450 S&Z
8	Mozambique	52	US$88 m	-16%	ARIPO	US$450 S&Z
9	Uganda	50	US$7.7 m	+12%	ARIPO	US$450 S&Z
10	Egypt	49	US$734 k	-4%	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)
PEP	15	US$3,045	US$3,410
DEALZ	24	US$4,872	US$5,072
PEPKOR	19	US$3,857	US$4,149
ACKERMANS BABY COMPANY	12	US$2,436	US$2,856
WAVERLEY	5	US$1,015	US$1,563

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 Pepkor's five most-filed brands: word marks of **other companies** (not Pepkor'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 PEP (classes 9, 24, 25, 35, 36; searched 2018-05-30 to 2026-11-07)

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

Similar to DEALZ (classes 24, 25, 35, 36; searched 2018-01-31 to 2026-11-07)

MARK	PUBLISHED	CLASS	APPLICANT
THE REAL DEALZ	2023-03-29	35	SMD Technologies

Similar to PEPKOR (classes 24, 25, 35, 36; searched 2018-07-25 to 2026-11-07)

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

Similar to ACKERMANS BABY COMPANY (classes 24, 25, 35; searched 2018-05-30 to 2026-11-07)

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

Similar to WAVERLEY (classes 10, 23, 24, 25, 27; 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

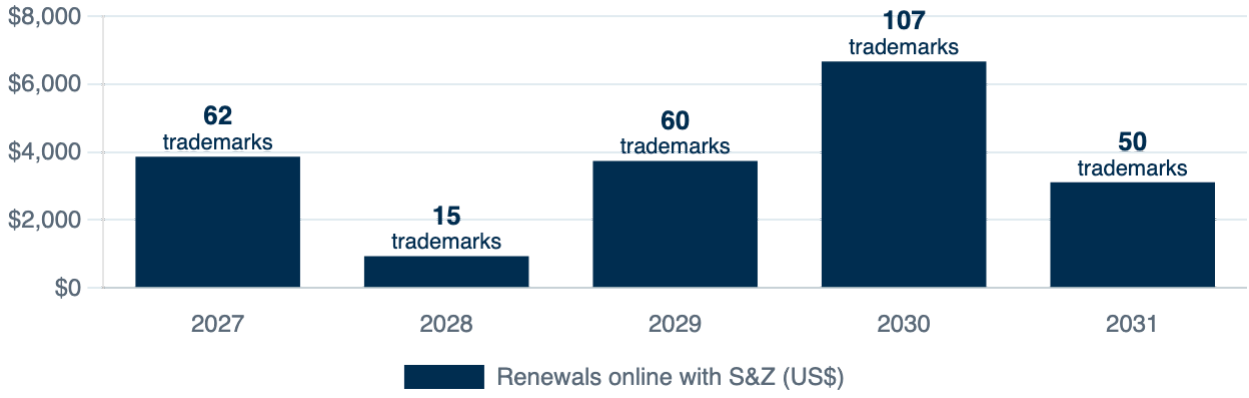
S&Z prices – South African trademarks

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$.

Pepkor's next five years of renewals

294 of Pepkor's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$18,312 over the five years.



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