PG Bison – South African trademarks

Updated 8 November 2026

PG Bison is a South African manufacturer of wood-based boards and panels for furniture, kitchens and building. Its brands include Melawood and Bisonbord.

How PG Bison 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.

#147
largest trademark owner in South Africa (of 121,626)

382
trademarks filed

6
different logos published since 2020

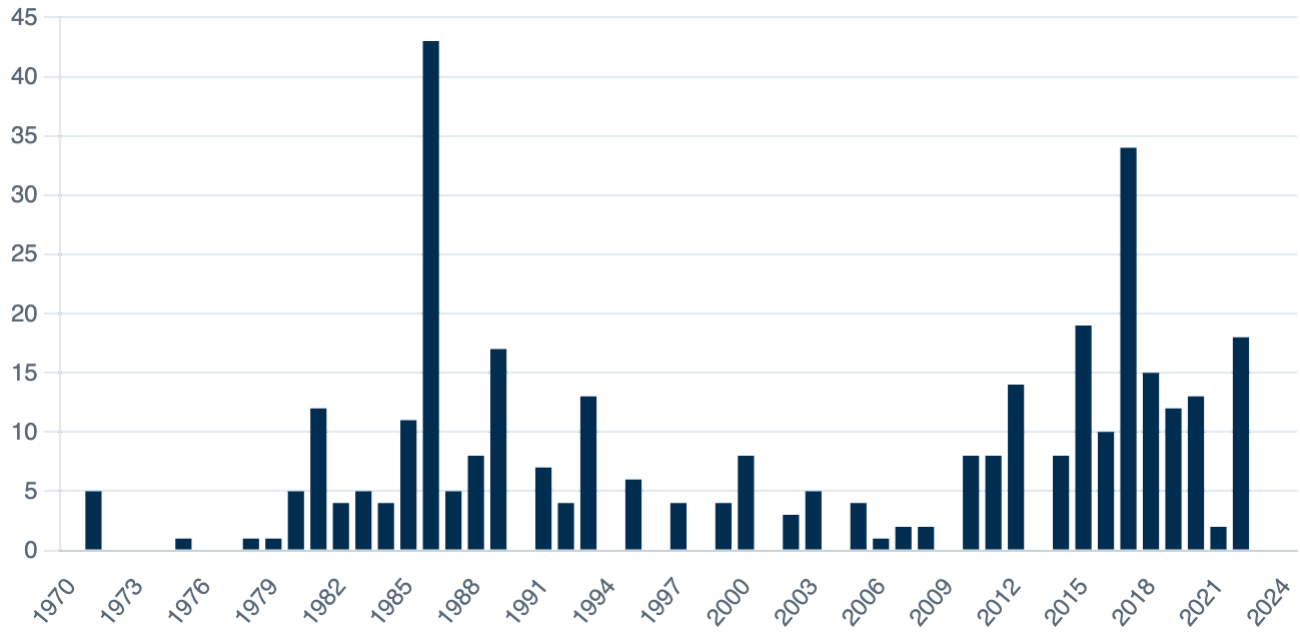
18
of 45 classes used

1957
first trademark filed

129
filed in the last 10 years

A portfolio built over time

PG Bison filed its first South African trademark in 1957 and has filed 382 since; its busiest year was 1986, with 43 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

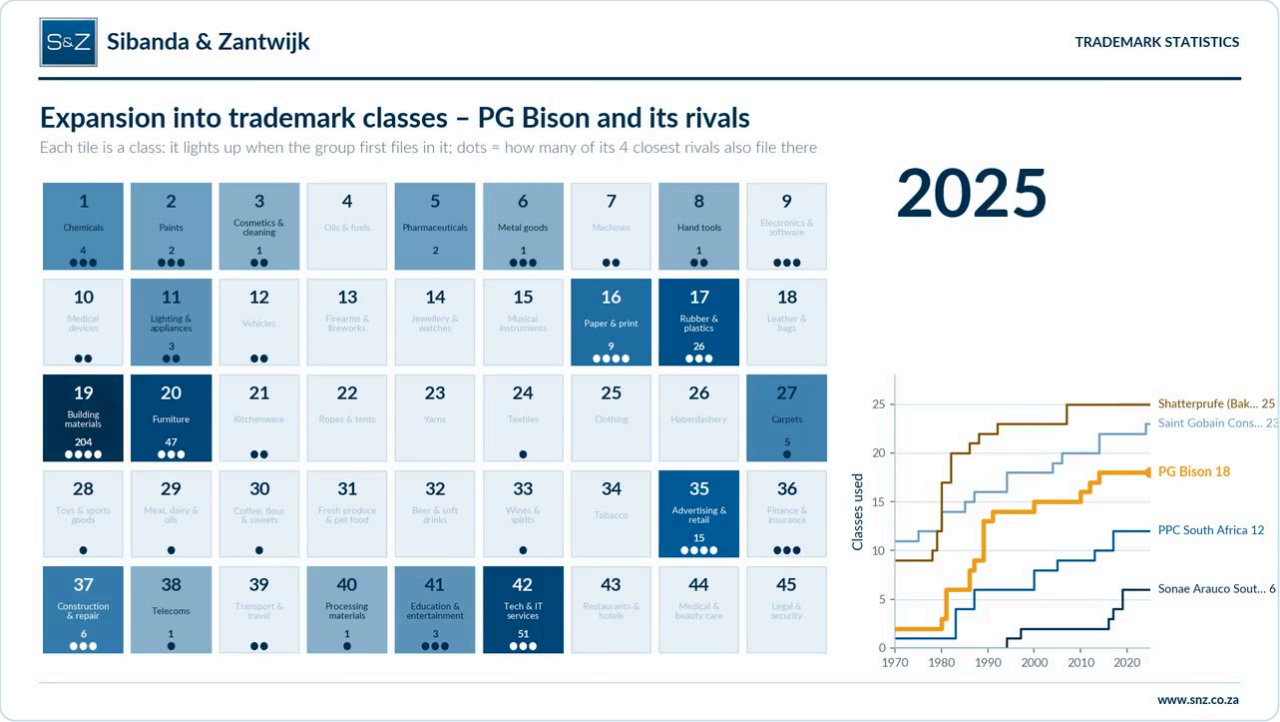
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
PG Bison	445	1957–2025

Where PG Bison expanded its business

Trademark classes show what a business sells. PG Bison's portfolio is concentrated in building materials (class 19), tech & it services (class 42), furniture (class 20). Its most recent moves were into telecoms (2014), processing materials (2012), education & entertainment (2010).

PG Bison trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/pg-bison-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
19 Building materials	204	53.4%	1957
42 Tech & IT services	51	13.4%	1980
20 Furniture	47	12.3%	1981
17 Rubber & plastics	26	6.8%	1957
35 Advertising & retail	15	3.9%	2000
16 Paper & print	9	2.4%	1981
37 Construction & repair	6	1.6%	1989
27 Carpets	5	1.3%	1981

The brands PG Bison protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	MELAWOOD	15	7	1978–2019
2	BISON	13	12	1975–1989
3	DECCON	10	5	1984–1986
4	BISONBORD	7	4	1991–2019
5	KITCHENFIND	6	6	2014–2014
6	WOODCHEM	6	3	2012–2025
7	FORMICA	5	2	1958–1971
8	BUILT-2-FIT	4	4	2011–2011
9	KITCHENS-2-FIT	4	4	2011–2011
10	LOGLARE	4	4	1986–1986
11	SUR!NNO	4	4	1999–1999
12	SURELL	4	4	1997–1997
13	TPQ COMPANY (THE)	4	4	1988–1988
14	TPQ TOTAL PRODUCTIVITY AND QUALITY	4	4	1988–1988
15	1 SIX ONE EIGHT	4	2	2010–2010

Logos filed most often (since 2020)



4 filings · 4 classes



3 filings · 3 classes



2 filings · 2 classes



2 filings · 2 classes



1 filing · 1 class



1 filing · 1 class

PG Bison's logos

The 6 different logos PG Bison 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



3 classes



2 classes



2 classes



1 class

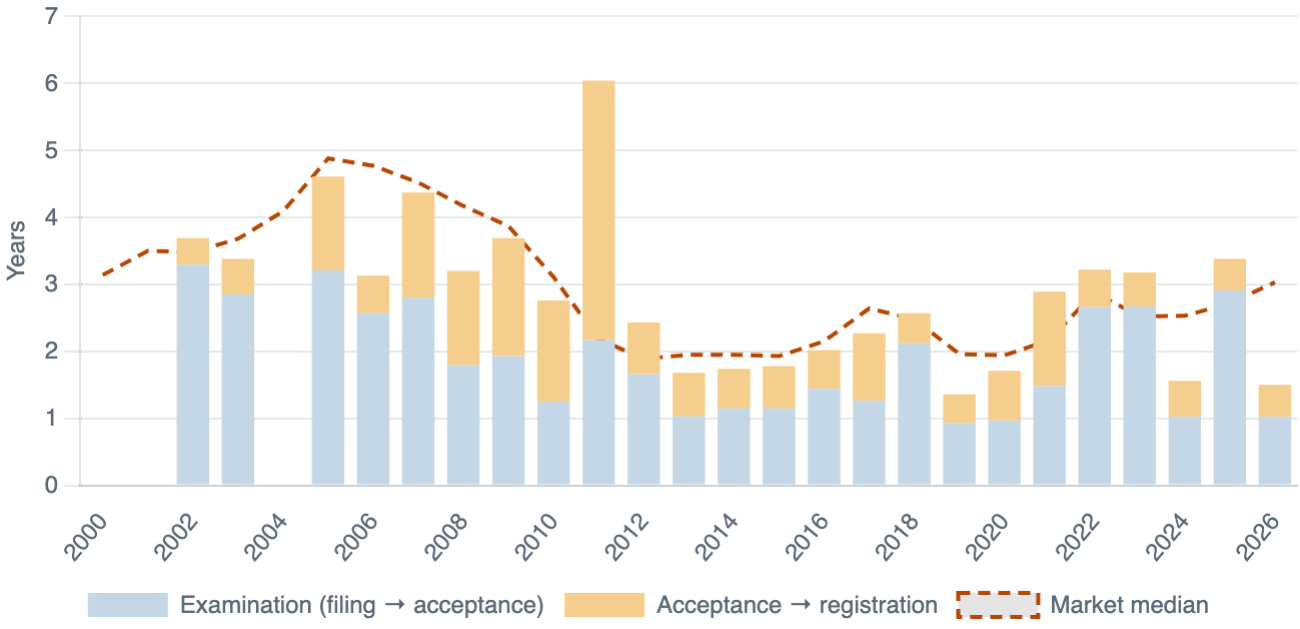


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, PG Bison's marks took a median of **2.2 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.2 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

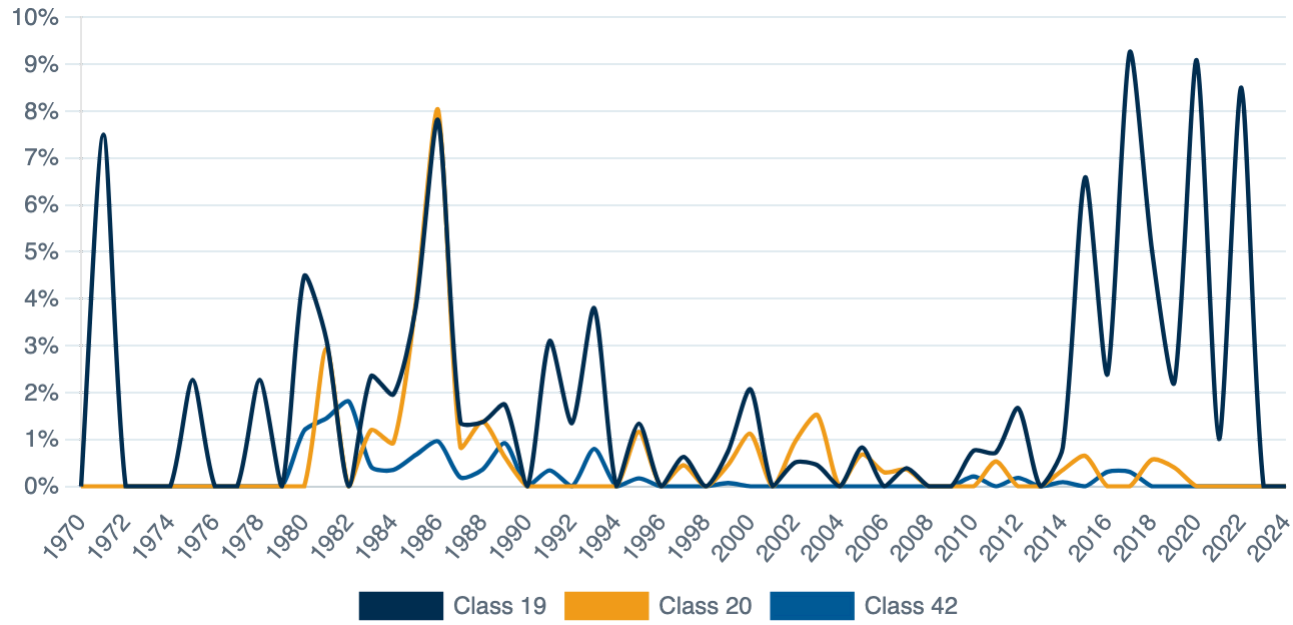


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in PG Bison's classes

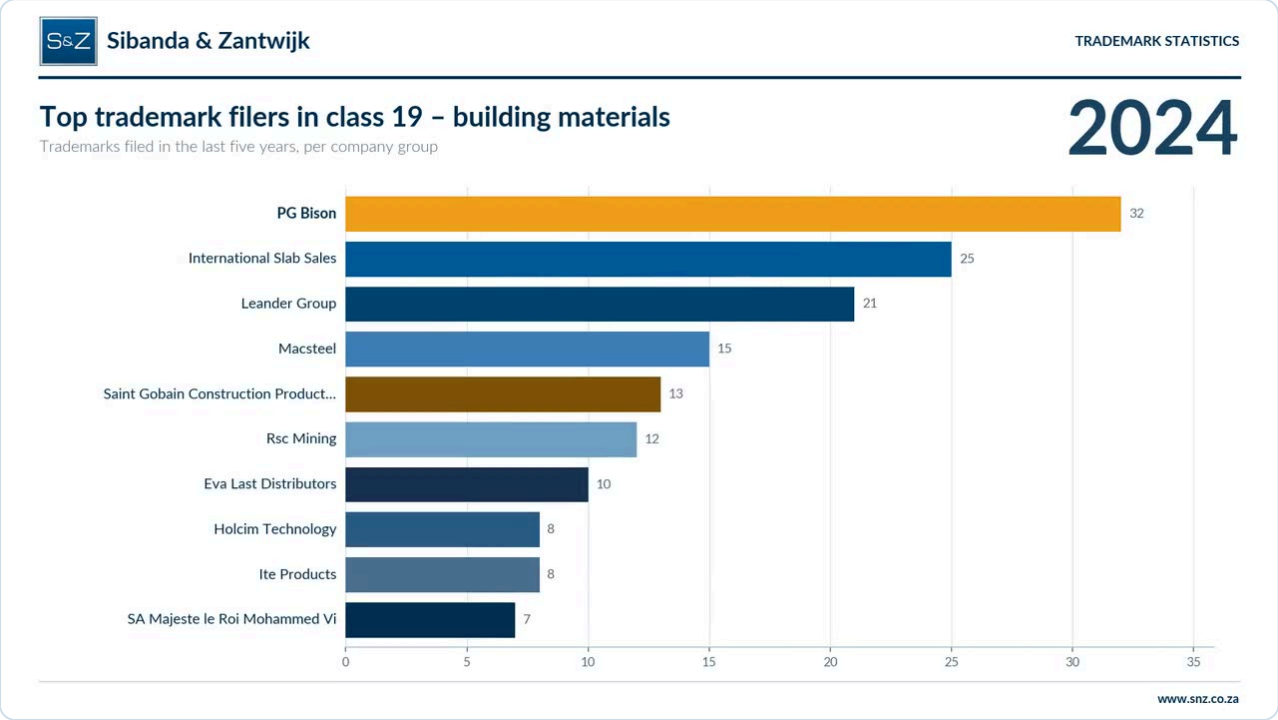
> Ranked by **number of trademarks filed in PG Bison's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows PG Bison's market position, not who is most like it.

In the last five years, PG Bison was #1 of 380 filers in class 19 (building materials), with 32 of 721 trademarks.



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

Top trademark filers in class 19 (building materials), South Africa 1975–2024: PG Bison



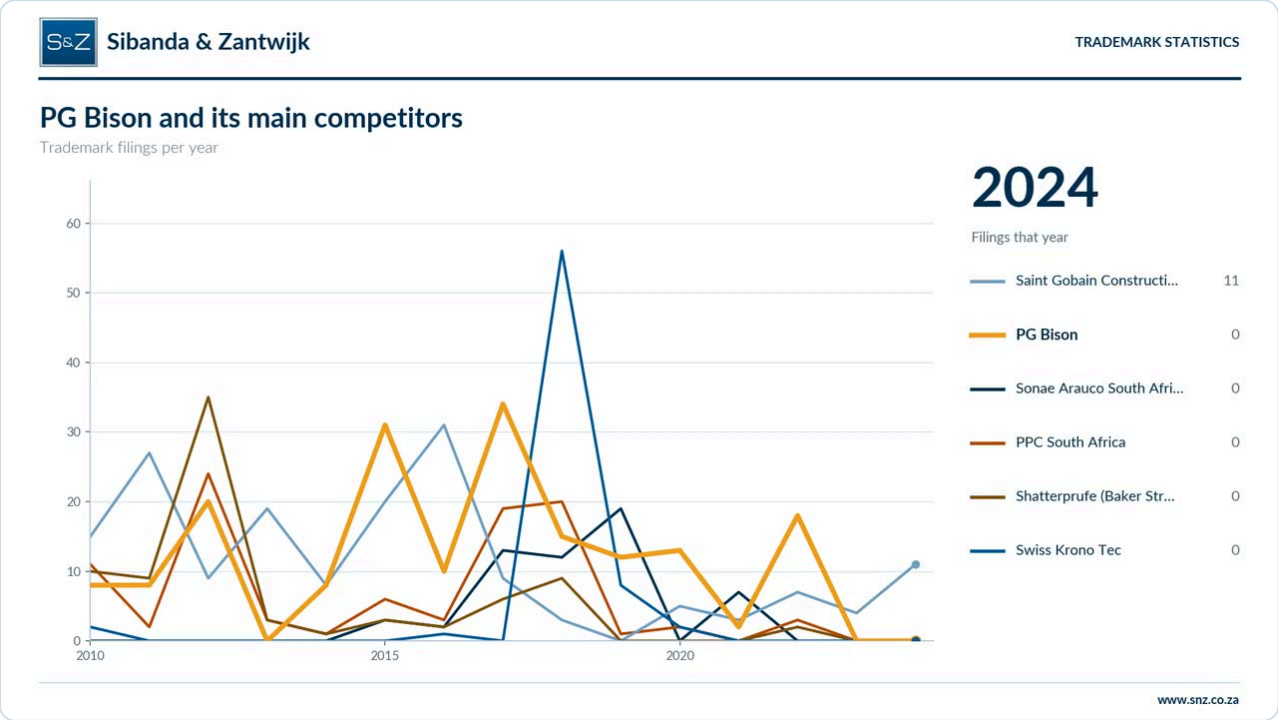
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/pg-bison-south-african-trademarks/class-19-race-video.html

Main competitors – the companies most like PG Bison

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

PG Bison's closest competitors in South Africa are Sonae Arauco South Africa, PPC South Africa, Saint Gobain Construction Products Sout… and Shatterprufe (Baker Street Trust).

PG Bison 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/pg-bison-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Sonae Arauco South Africa	Direct competitor	100%
2	PPC South Africa	Direct competitor	70%
3	Saint Gobain Construction Products Sout...	Direct competitor	70%
4	Shatterprufe (Baker Street Trust)	Direct competitor	70%
5	Swiss Krono Tec	Direct competitor	70%
6	Afrisam	Direct competitor	68%
7	Macsteel	Related field	70%
8	Rsc Mining	Related field	70%
9	Leander Group	Retailer's own brands	70%
10	Amazon	Other field	17%

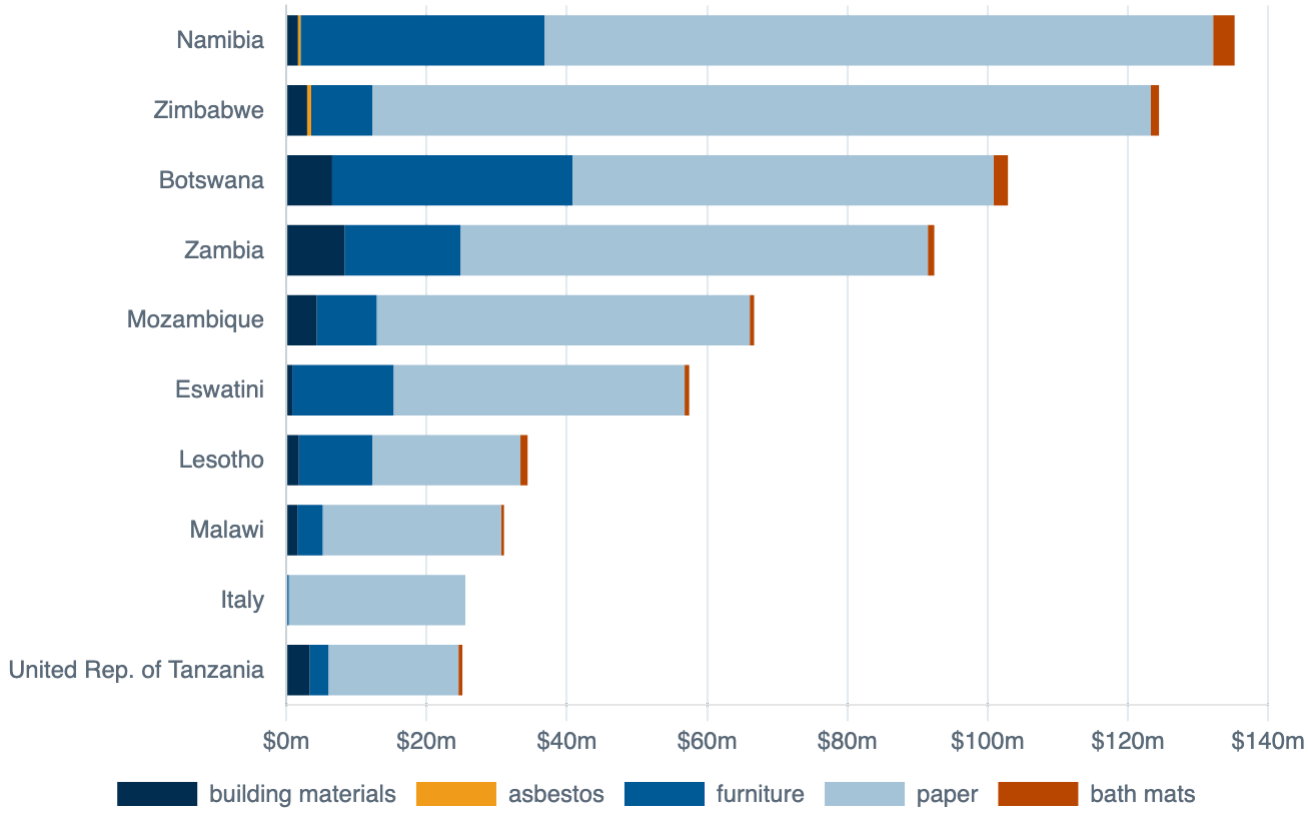
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

PG Bison – relevant export countries

South Africa exported **US$1.4 billion** of the goods PG Bison's main classes cover in the last year – building materials; timber; plywood; doors (class 19); furniture; mirrors; picture frames; shelves (class 20); asbestos; rubber; mica; packing (class 17); paper; adhesives; cardboard; office requisites (class 16); bath mats; rugs; carpets (class 27). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where PG Bison's trademarks matter most.

Where South Africa exports PG Bison's top goods

PG Bison's trademarks most often cover building materials, asbestos, furniture, paper and bath mats. South Africa's ten largest export markets for these goods took **71%** 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 PG Bison'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	74	US$79 m	-5%	National	US$2,388
2	United States of America	68	US$26 m	-7%	National	US$3,425
3	United Kingdom	67	US$23 m	-5%	National	US$1,371
4	Namibia	64	US$191 m	+9%	ARIPO	US$450
5	India	63	US$19 m	+1%	National	US$1,295
6	Zimbabwe	63	US$152 m	+7%	ARIPO	US$450
7	Botswana	60	US$167 m	-3%	ARIPO	US$450
8	Japan	60	US$1.7 m	-12%	National	US$1,774
9	Mozambique	59	US$100 m	+5%	ARIPO	US$450
10	Australia	58	US$15 m	-8%	National	US$2,380

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	64	US$191 m	+9%	ARIPO	US$450 S&Z
2	Zimbabwe	63	US$152 m	+7%	ARIPO	US$450 S&Z
3	Botswana	60	US$167 m	-3%	ARIPO	US$450 S&Z
4	Mozambique	59	US$100 m	+5%	ARIPO	US$450 S&Z
5	OAPI (17 states)	58	US$38 m	+4%	National	US$1,563 S&Z
6	Malawi	56	US$36 m	+25%	ARIPO	US$450 S&Z
7	Lesotho	56	US$55 m	+13%	National	US$326
8	Nigeria	56	US$13 m	-11%	National	US$1,015 S&Z
9	Tanzania	56	US$29 m	+6%	ARIPO	US$450 S&Z
10	Morocco	54	US$4.6 m	+9%	National	US$1,408

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)
MELAWOOD	7	US$1,421	US$1,932
BISON	12	US$2,436	US$2,856
DECCON	5	US$1,015	US$1,563
BISONBORD	4	US$812	US$1,378
KITCHENFIND	6	US$1,218	US$1,748

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 PG Bison's five most-filed brands: word marks of **other companies** (not PG Bison'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 MELAWOOD (classes 16, 17, 19, 20, 27, 35, 42; searched 2019-05-29 to 2026-11-08)

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

Similar to BISON (classes 17, 19, 20, 42; searched 2019-07-31 to 2026-11-08)

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

Similar to DECCON (classes 16, 17, 19, 20, 42; searched 2018-01-31 to 2026-11-08)

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

Similar to BISONBORD (classes 19, 20, 35, 42; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to KITCHENFIND (classes 19, 20, 35, 37, 38, 42; searched 2019-03-27 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

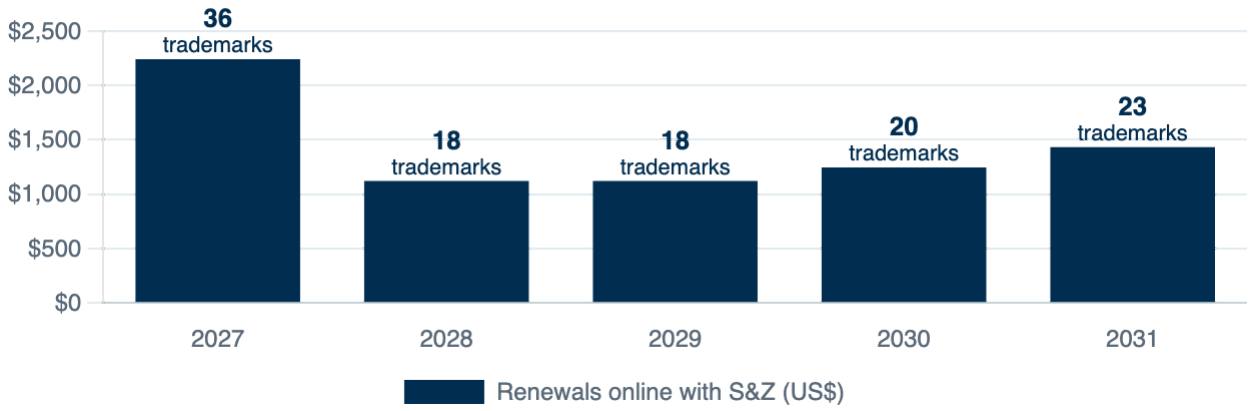
S&Z prices – South African trademarks

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$.

PG Bison's next five years of renewals

115 of PG Bison's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$7,163** over the five years.



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