Pratley – South African trademarks

Updated 8 November 2026

Pratley is a JSE-listed South African manufacturer of adhesives, putties, sealants and electrical products, best known for Pratley Putty and Pratley Quickset.

How Pratley 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.

#203
largest trademark owner in South Africa (of 121,626)

302
trademarks filed

11
different logos published since 2020

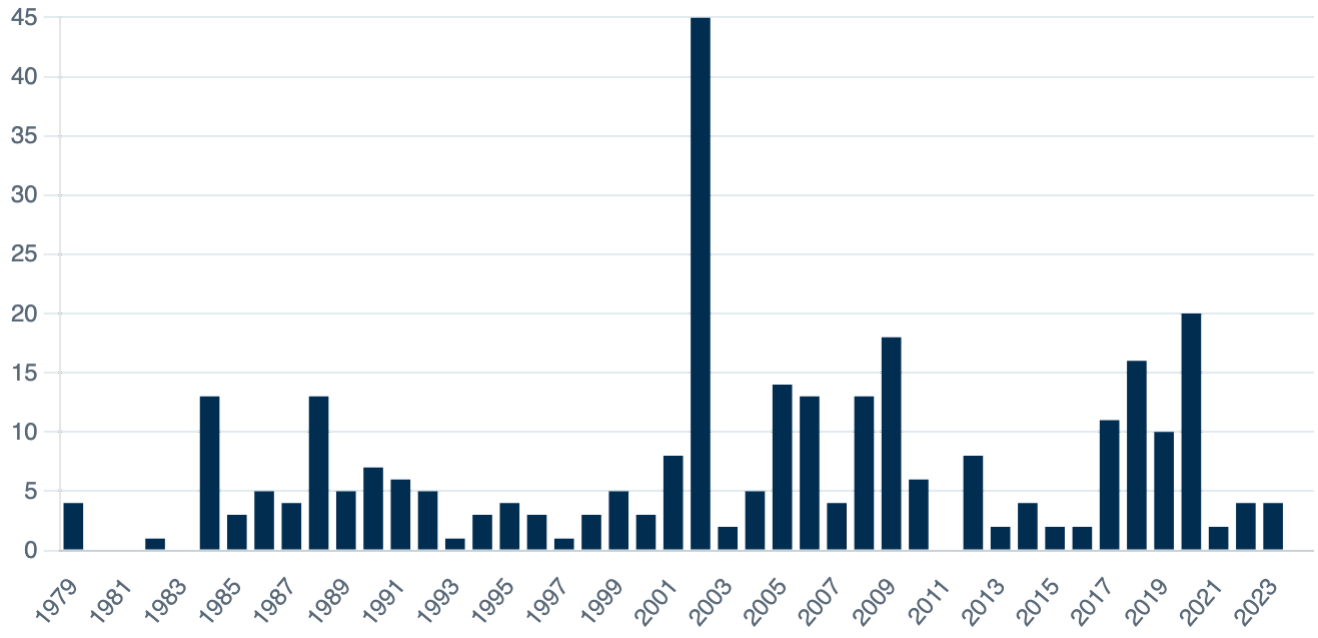
19
of 45 classes used

1979
first trademark filed

69
filed in the last 10 years

A portfolio built over time

Pratley filed its first South African trademark in 1979 and has filed 302 since; its busiest year was 2002, with 45 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

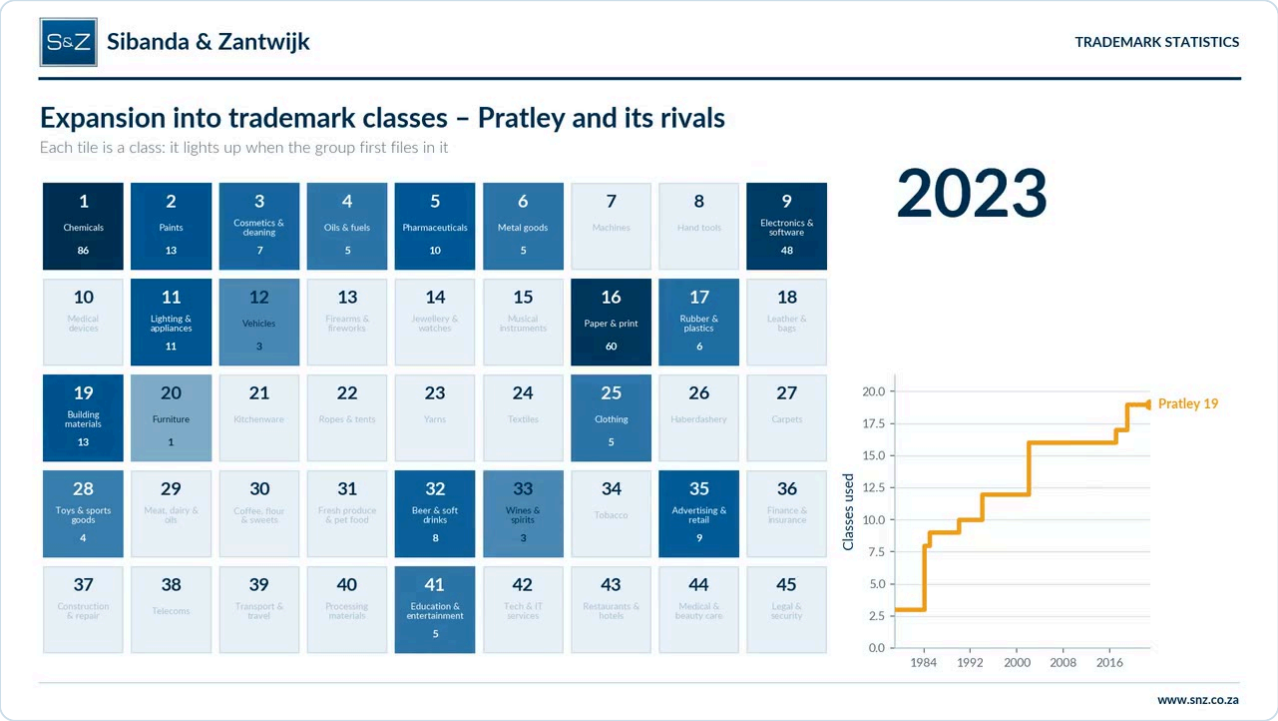
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Pratley	269	1979–2023
Pratley Manufacturing and Engineering	74	1979–2008
Pratley Manufacturing and Eng	9	2001–2005
Praltey Investments	1	2018–2018
Pratley Investments Proprietary Limtied	1	2022–2022

Where Pratley expanded its business

Trademark classes show what a business sells. Pratley's portfolio is concentrated in chemicals (class 1), paper & print (class 16), electronics & software (class 9). Its most recent moves were into beer & soft drinks (2019), wines & spirits (2019), education & entertainment (2017).

Pratley trademarks: expansion into trademark classes, 1970–2023



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/pratley-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	86	28.5%	1979
16 Paper & print	60	19.9%	1985
9 Electronics & software	48	15.9%	1984
19 Building materials	13	4.3%	1984
2 Paints	13	4.3%	1990
11 Lighting & appliances	11	3.6%	1984
5 Pharmaceuticals	10	3.3%	1994
35 Advertising & retail	9	3.0%	1984

The brands Pratley protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	PRATLEY	25	14	1984–2017
2	REVLER	10	5	2019–2020
3	AFTER PARTY	5	2	2019–2020
4	GRIPTACK	4	3	2018–2021
5	PRATLEY STEEL	4	2	1987–2002
6	FLEXISEAL	3	3	1979–2002
7	GET OVER IT	3	3	2020–2020
8	RIVETING STUFF	3	3	1999–2000
9	EPOXIMIX	3	2	1982–2002
10	PRATLEY 1.2.3.	3	2	1990–2002
11	WONDAFIX	3	2	1984–2002
12	BONDALL	2	2	1986–1986
13	BRUSH-ON	2	2	1999–1999
14	DALAGLO	2	2	2003–2003
15	DECOPODGE	2	2	2002–2002

Logos filed most often (since 2020)



5 filings · 5 classes



5 filings · 2 classes



4 filings · 4 classes



2 filings · 2 classes



2 filings · 1 class



2 filings · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

Pratley's logos

The 11 different logos Pratley 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.



5 classes



4 classes



2 classes



2 classes



1 class



1 class



1 class



1 class



1 class



1 class

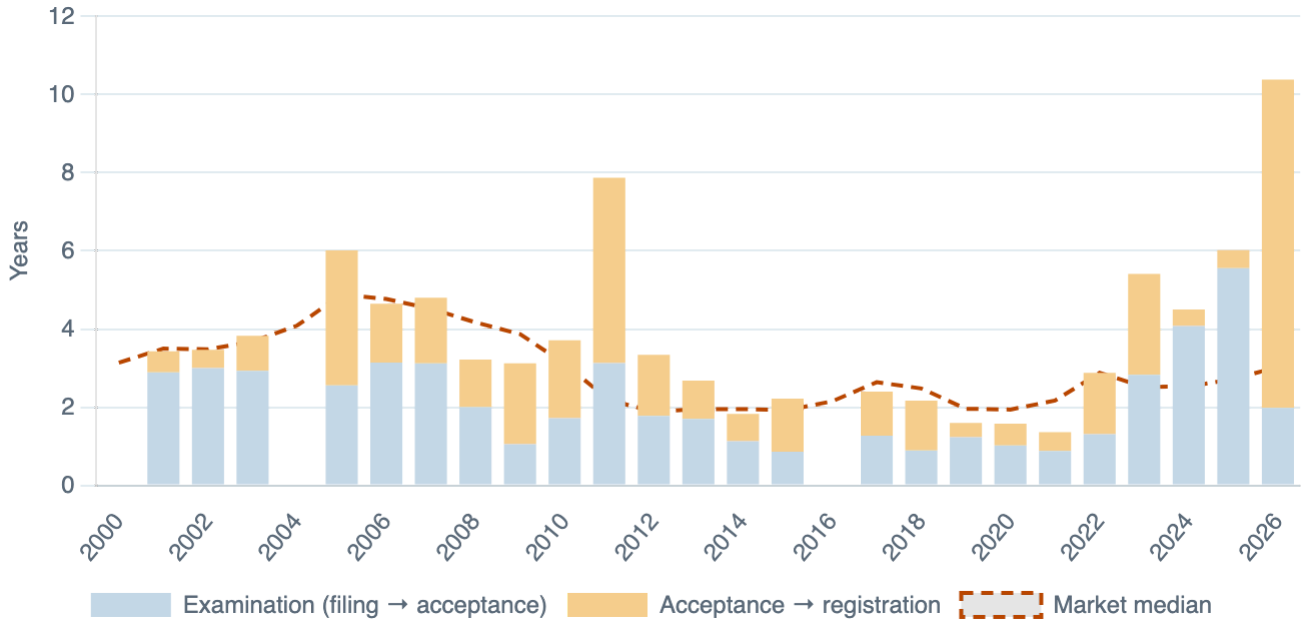


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Pratley's marks took a median of **4.6 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 3.6 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

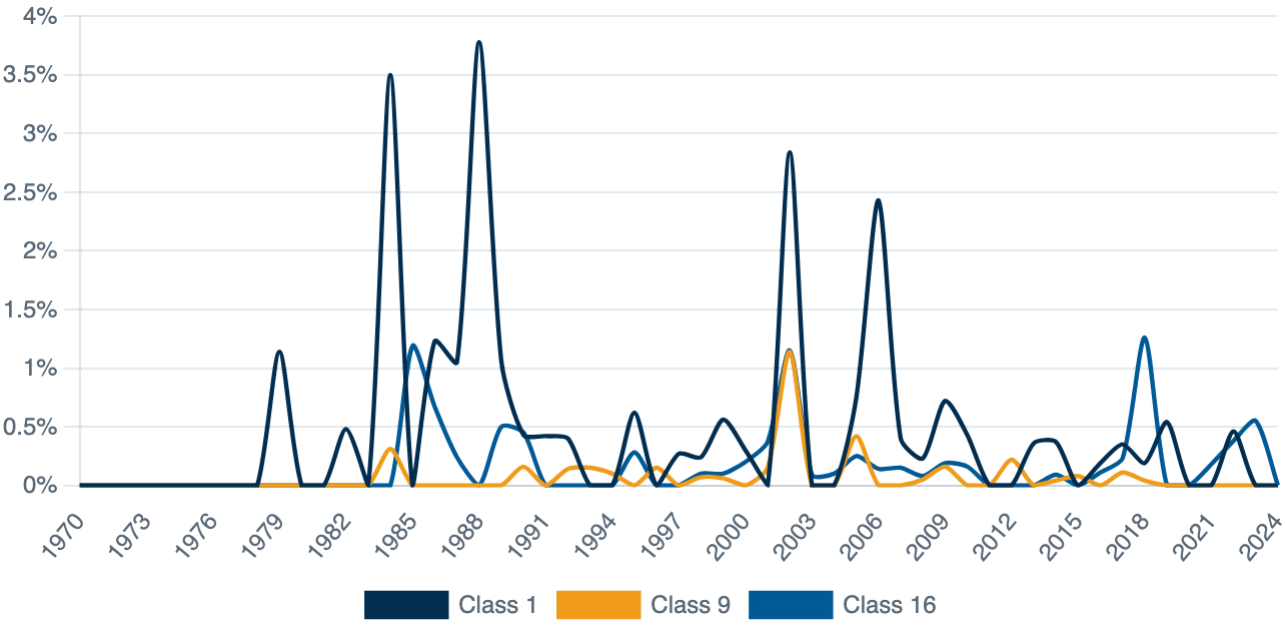


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Pratley's classes

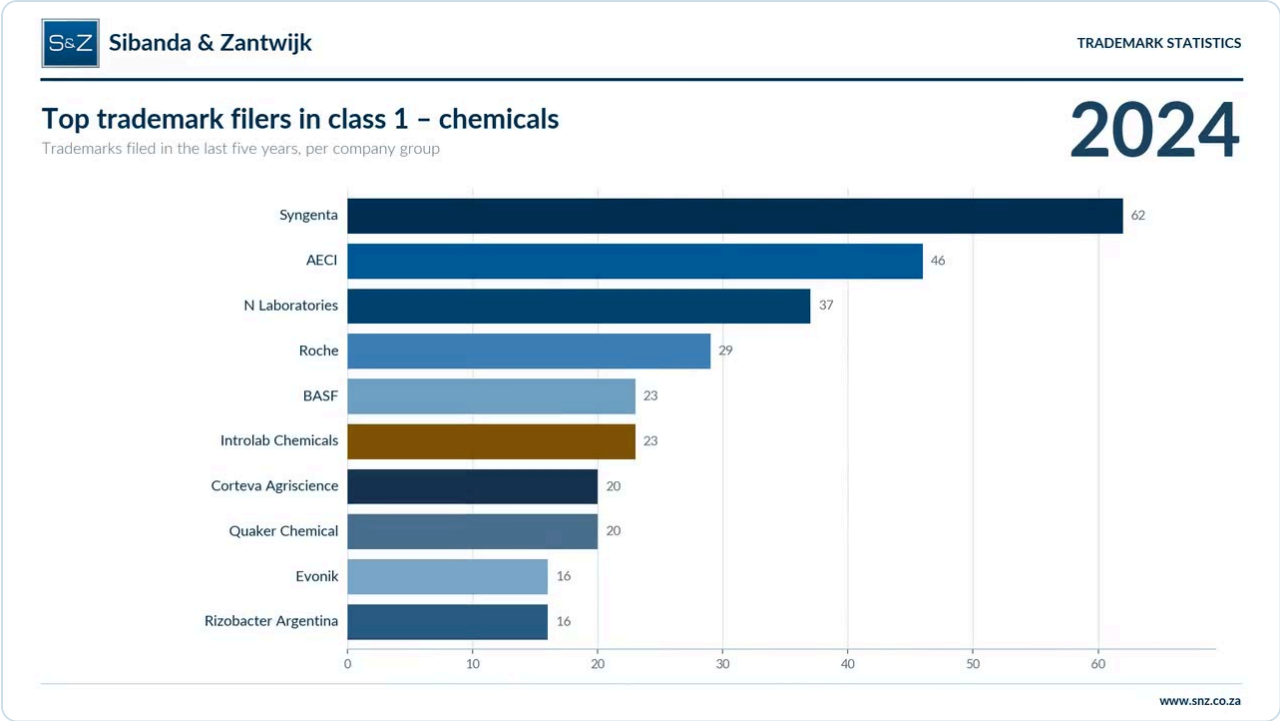
> Ranked by **number of trademarks filed in Pratley's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Pratley's market position, not who is most like it.

In the last five years, Pratley was **#167** of 947 filers in class 1 (chemicals), with 2 of 2,054 trademarks; **#73** of 1,191 filers in class 16 (paper & print), with 5 of 2,264 trademarks.



Pratley'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: Pratley

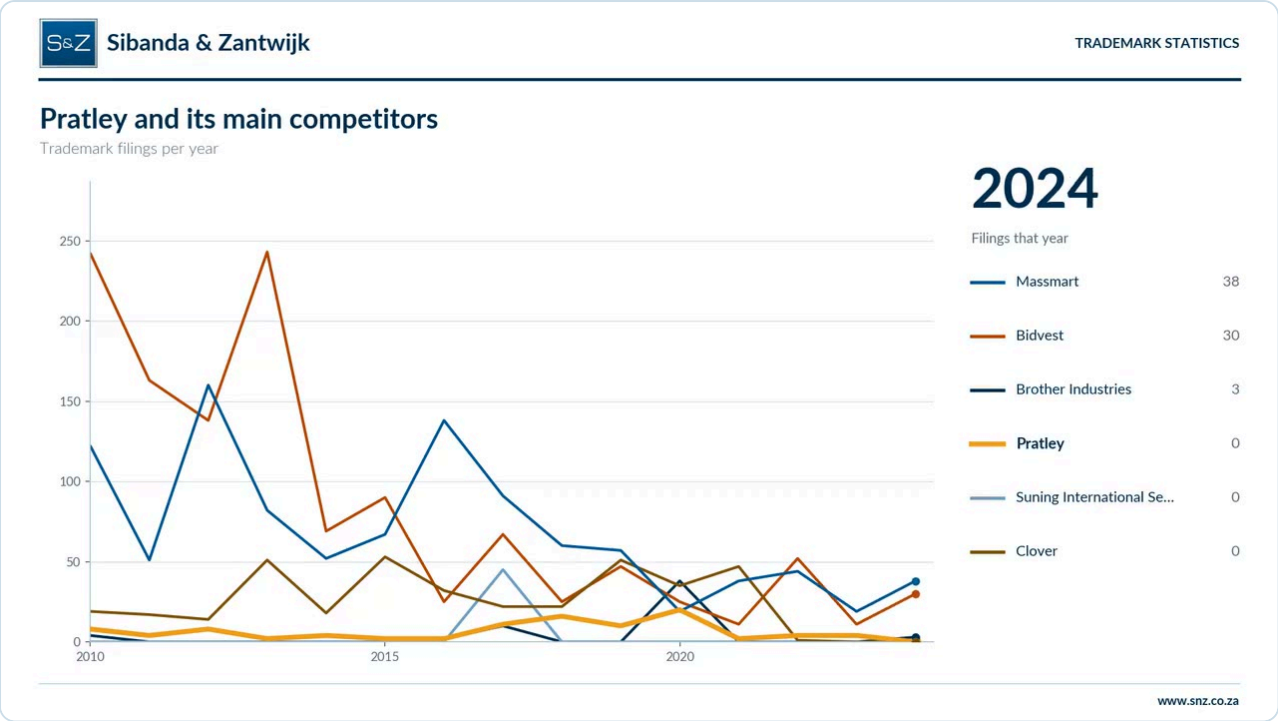


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/pratley-south-african-trademarks/class-1-race-video.html

Main competitors – the companies most like Pratley

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

Pratley 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/pratley-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Brother Industries	–	66%
2	Bidvest	–	65%
3	Suning International Services	–	63%
4	Clover	–	63%
5	Massmart	–	62%
6	Woolworths	–	62%
7	TotalEnergies	–	61%
8	Ryno de Villiers	–	60%
9	Seal Chemistry	–	60%
10	Henkel	–	59%

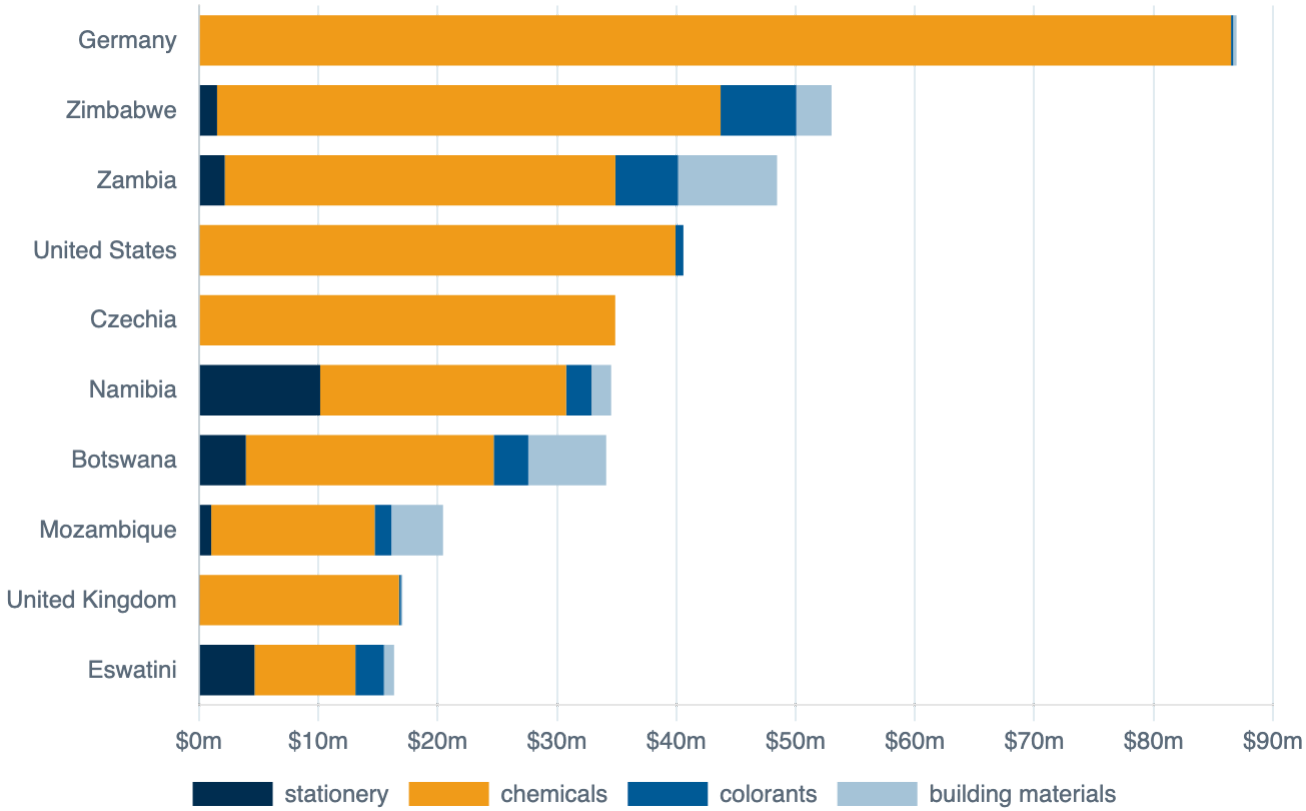
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Pratley – relevant export countries

South Africa exported **US$5.5 billion** of the goods Pratley's main classes cover in the last year – chemicals; adhesives; unprocessed plastics; tempering and soldering preparations (class 1); stationery; adhesives; paper; printed matter (class 16); computer software; accessories; connectors; connections (class 9); building materials; asphalt; building glass (class 19); colorants; dyes; pigments (class 2). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Pratley's trademarks matter most.

Where South Africa exports Pratley's top goods

Pratley's trademarks most often cover stationery, chemicals, colorants and building materials. South Africa's ten largest export markets for these goods took **66%** 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 Pratley'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	80	US$614 m	-3%	National	US$2,388
2	United States of America	73	US$260 m	+1%	National	US$3,425
3	United Kingdom	65	US$103 m	-5%	National	US$1,371
4	India	63	US$42 m	+6%	National	US$1,295
5	Hong Kong SAR	59	US$21 m	-0%	National	US$1,715
6	Canada	58	US$41 m	-5%	National	US$2,192
7	Türkiye	57	US$26 m	+0%	National	US$1,258
8	Zimbabwe	57	US$551 m	+10%	ARIPO	US$450
9	Australia	56	US$77 m	-2%	National	US$2,380
10	Namibia	55	US$521 m	+9%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Zimbabwe	57	US$551 m	+10%	ARIPO	US$450 S&Z
2	Namibia	55	US$521 m	+9%	ARIPO	US$450 S&Z
3	Nigeria	52	US$123 m	-12%	National	US$1,015 S&Z
4	Morocco	51	US$58 m	+17%	National	US$1,408
5	Botswana	51	US$492 m	-8%	ARIPO	US$450 S&Z
6	OAPI (17 states)	51	US$111 m	+5%	National	US$1,563 S&Z
7	Mozambique	49	US$286 m	+1%	ARIPO	US$450 S&Z
8	Zambia	49	US$554 m	+10%	National	US$2,610
9	Tanzania	48	US$76 m	+2%	ARIPO	US$450 S&Z
10	Malawi	48	US$136 m	+26%	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)
PRATLEY	14	US$2,842	US$3,225
REVLER	5	US$1,015	US$1,563
AFTER PARTY	2	US$406	US$1,009
GRIPTACK	3	US$609	US$1,194
PRATLEY STEEL	2	US$406	US$1,009

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 Pratley's five most-filed brands: word marks of **other companies** (not Pratley'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 PRATLEY (classes 1, 2, 9, 16, 19; searched 2018-05-30 to 2026-11-08)

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

Similar to REVLER (classes 5, 25, 32, 33, 41; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to AFTER PARTY (classes 5, 32; searched 2019-05-29 to 2026-11-08)

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

Similar to GRIPTACK (classes 1, 16, 17; searched 2023-03-29 to 2026-11-08)

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

Similar to PRATLEY STEEL (classes 1, 16; searched 2018-05-30 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

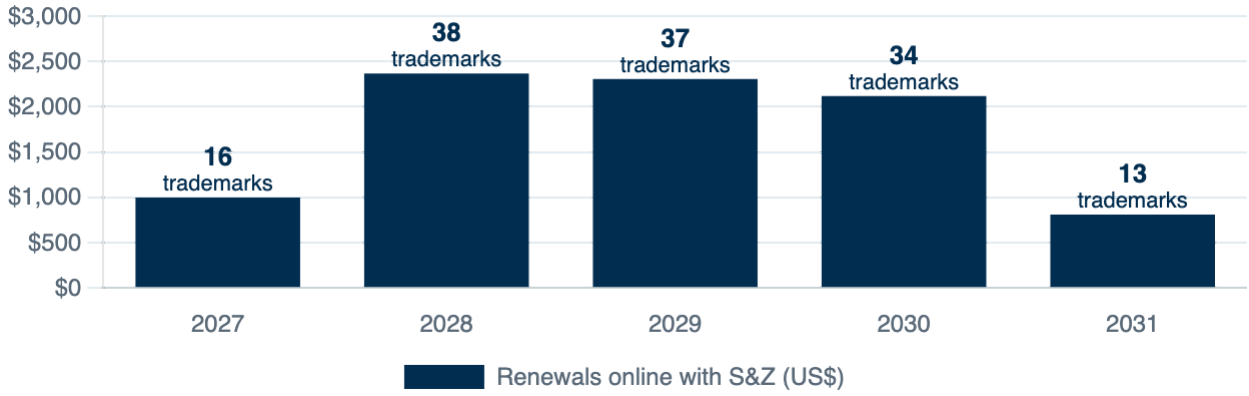
S&Z prices – South African trademarks

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$.

Pratley's next five years of renewals

138 of Pratley's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$8,597** over the five years.



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