Saint Gobain Construction Products South Africa – South African trademarks

Updated 8 November 2026

Saint-Gobain Construction Products South Africa is part of the French Saint-Gobain group. Its brands include Gyproc ceilings and drywall, Isover insulation and Weber tile adhesives, plasters and waterproofing.

How Saint Gobain Construction Products South Africa 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.

#113
largest trademark owner in South Africa (of 121,626)

506
trademarks filed

6
different logos published since 2020

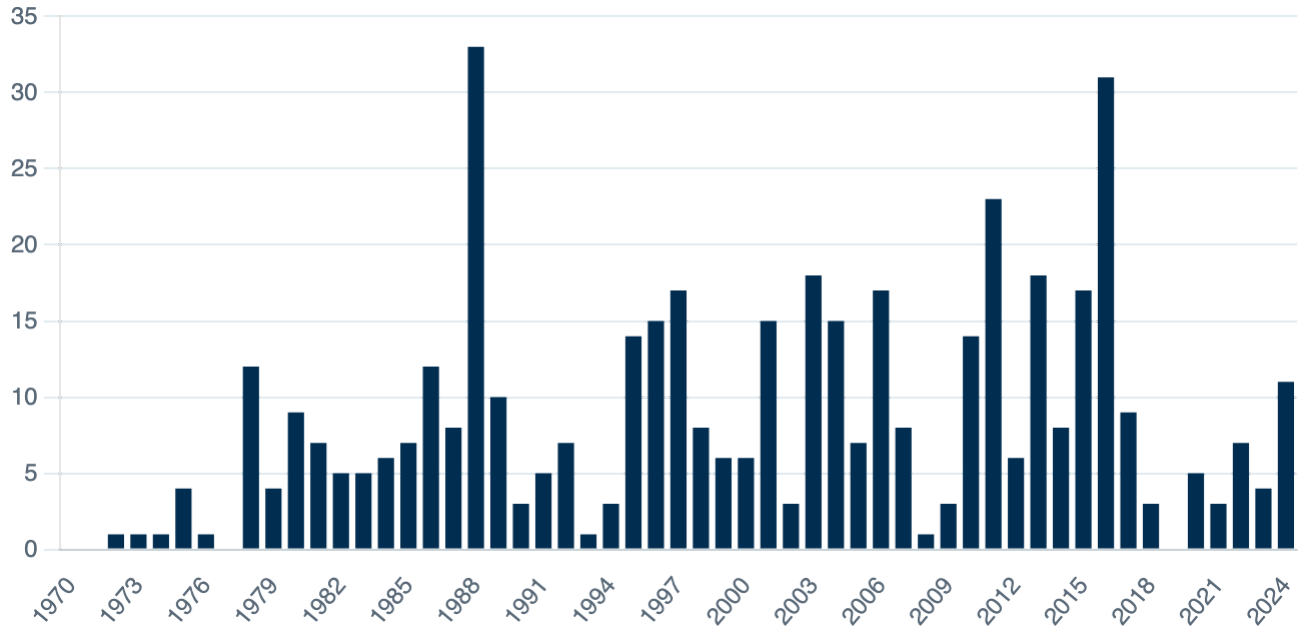
23
of 45 classes used

1931
first trademark filed

73
filed in the last 10 years

A portfolio built over time

Saint Gobain Construction Products South Africa filed its first South African trademark in 1931 and has filed 506 since; its busiest year was 1988, with 33 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

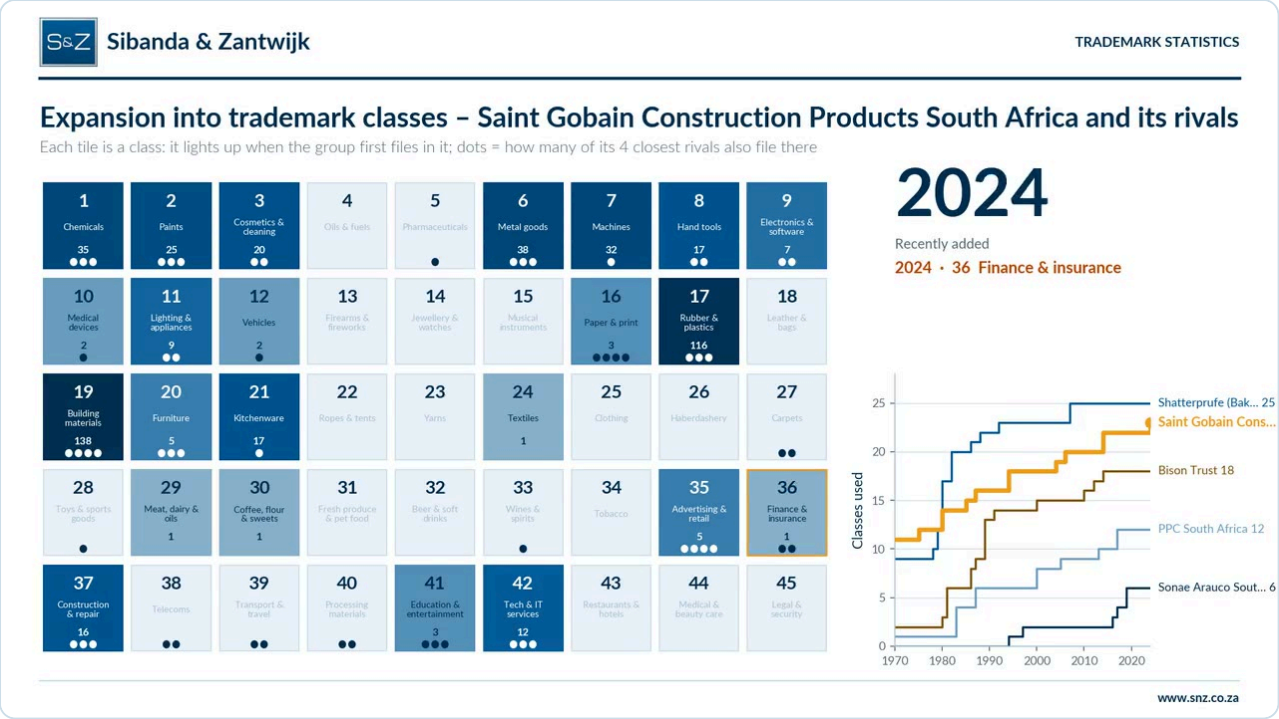
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Saint Gobain Construction Products South Africa	224	1934–2024
Saint Gobain Abrasives	80	1934–2016
Saint Gobain Weber	59	1991–2024
Saint Gobain Isover South Africa	51	1954–2003
Abe Construction Chemicals	46	1979–2022
Saint Gobain Pipelines South Africa	40	1980–2011
Saint Gobain Isover	17	2010–2024
Saint Gobain Pam	16	2001–2011

Where Saint Gobain Construction Products South Africa expanded its business

Trademark classes show what a business sells. Saint Gobain Construction Products South Africa's portfolio is concentrated in building materials (class 19), rubber & plastics (class 17), metal goods (class 6). Its most recent moves were into finance & insurance (2024), meat, dairy & oils (2014), coffee, flour & sweets (2014).

Saint Gobain Construction Products South Africa trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/saint-gobain-construction-products-south-africa-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.

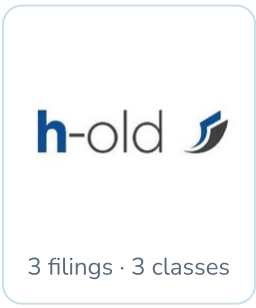
CLASS	MARKS	SHARE	SINCE
19 Building materials	138	27.3%	1931
17 Rubber & plastics	116	22.9%	1931
6 Metal goods	38	7.5%	1948
1 Chemicals	35	6.9%	1934
7 Machines	32	6.3%	1934
2 Paints	25	4.9%	1952
3 Cosmetics & cleaning	20	4.0%	1950
21 Kitchenware	17	3.4%	1954

The brands Saint Gobain Construction Products South Africa protects most

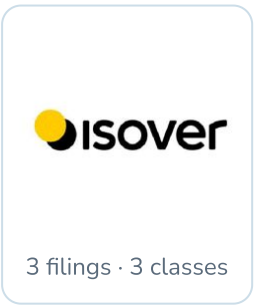
The word marks and logo names Saint Gobain Construction Products South Africa has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	ABE	12	6	1979–2013
2	PAM	9	8	2004–2004
3	CARBORUNDUM	9	7	1931–1997
4	AEROLITE	9	5	1968–1997
5	DURAFLEX	8	4	2010–2013
6	WEBER	7	7	2006–2006
7	CA	6	6	2001–2001
8	ISOVER	6	4	1999–2024
9	ALUNDUM	5	5	1934–1952
10	ROCKWOOL	5	5	1997–1997
11	SAGEX	5	5	1958–1994
12	TERRANOVA	5	5	1991–1991
13	h-old	5	3	2017–2021
14	NORTON	5	3	1950–1966
15	AEROLITE HOME INSULATION	4	4	1978–1997

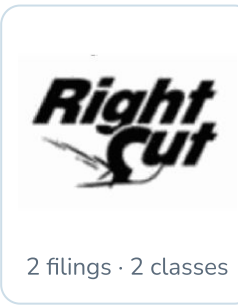
Logos filed most often (since 2020)



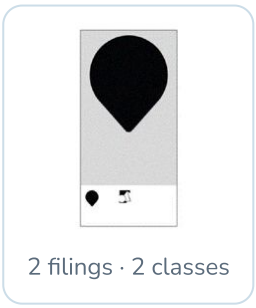
3 filings · 3 classes



3 filings · 3 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 1 class



1 filing · 1 class

Saint Gobain Construction Products South Africa's logos

The 6 different logos Saint Gobain Construction Products South Africa 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.

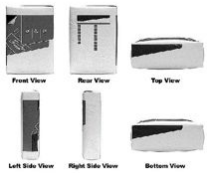
3 classes

3 classes

2 classes



2 classes



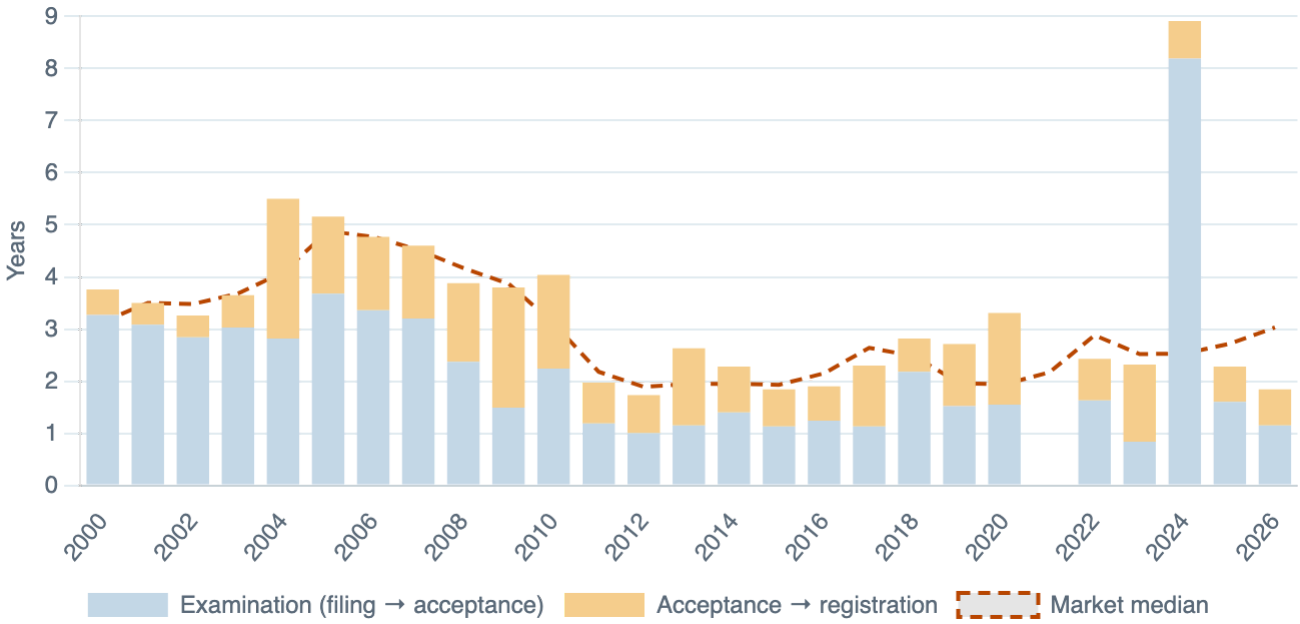
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Saint Gobain Construction Products South Africa's marks took a median of **2.3 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.5 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

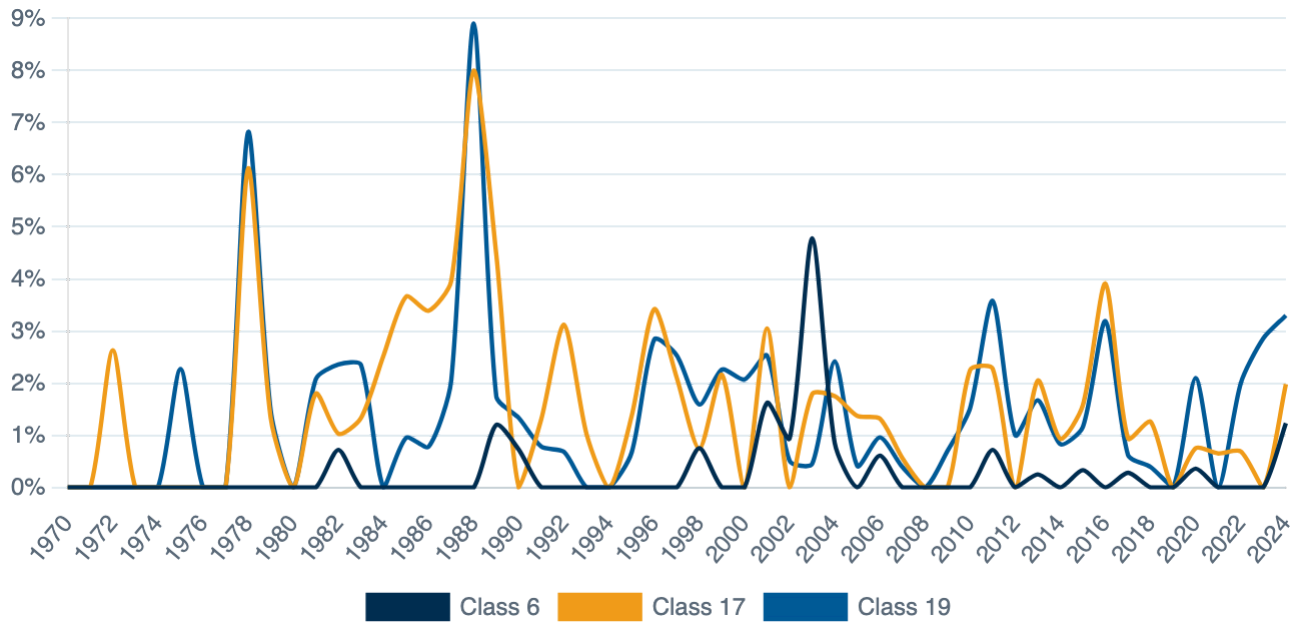


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Saint Gobain Construction Products South Africa's classes

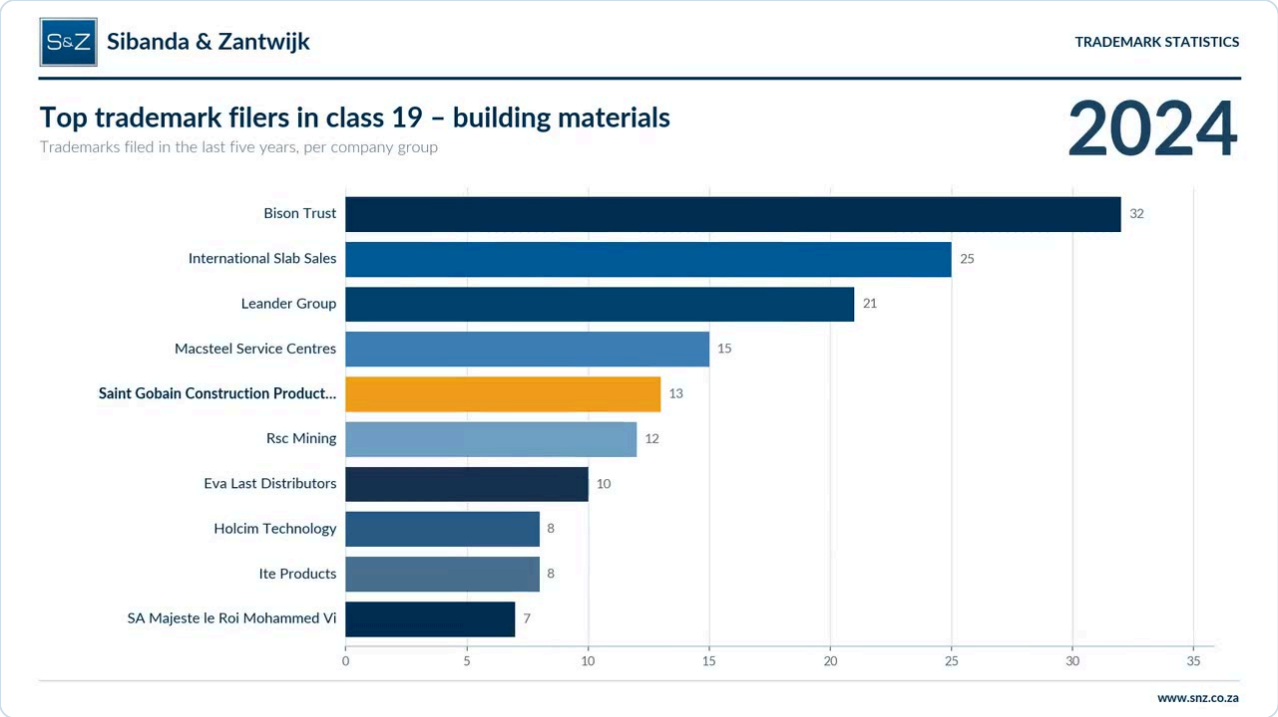
> Ranked by **number of trademarks filed in Saint Gobain Construction Products South Africa's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Saint Gobain Construction Products South Africa's market position, not who is most like it.

In the last five years, Saint Gobain Construction Products South Africa was **#5** of 380 filers in class 19 (building materials), with 13 of 721 trademarks; **#14** of 377 filers in class 17 (rubber & plastics), with 5 of 595 trademarks; **#68** of 624 filers in class 6 (metal goods), with 3 of 1,047 trademarks.



Saint Gobain Construction Products South Africa'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: Saint Gobain Construction Products South Africa



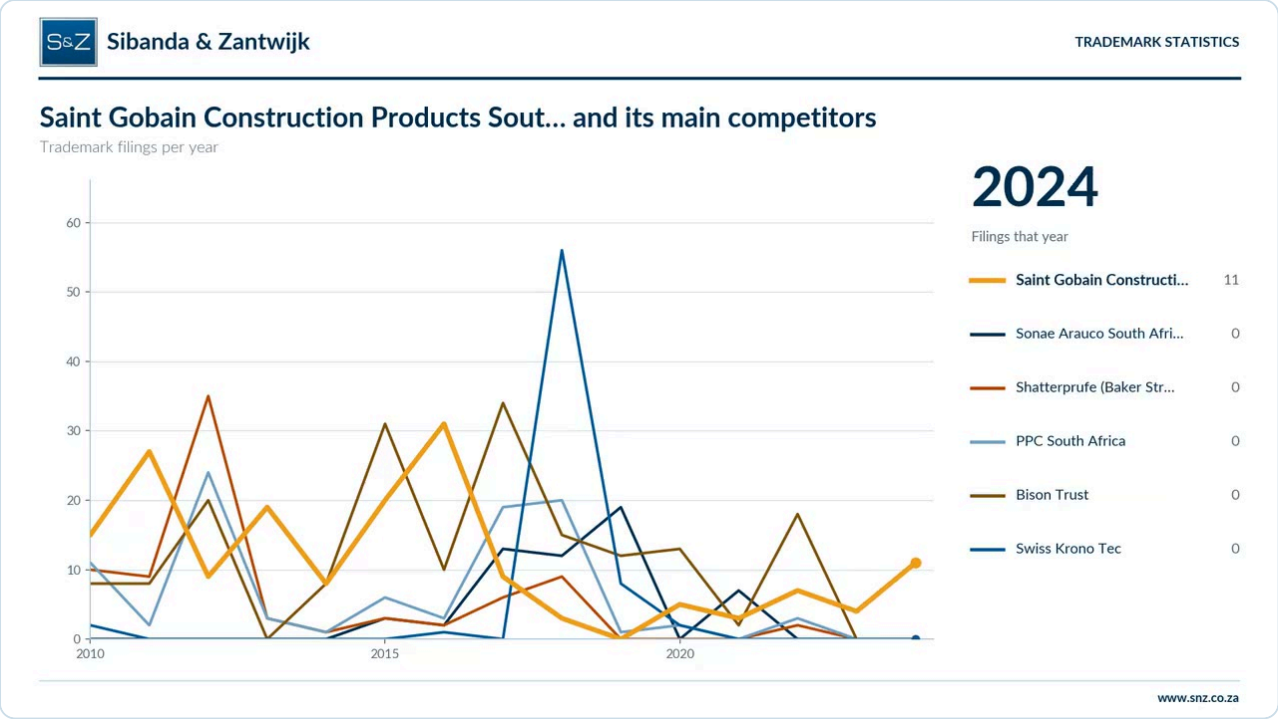
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/saint-gobain-construction-products-south-africa-south-african-trademarks/class-19-race-video.html

Main competitors – the companies most like Saint Gobain Construction Products South Africa

> Ranked by **how similar their whole trademark portfolio is to Saint Gobain Construction Products South Africa'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.

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

Saint Gobain Construction Products South Africa 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/saint-gobain-construction-products-south-africa-south-african-trademarks/competitors-video.html

Trademark filings per year: Saint Gobain Construction Products South Africa (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Sonae Arauco South Africa	Direct competitor	58%
2	Shatterprufe (Baker Street Trust)	Direct competitor	58%
3	PPC South Africa	Direct competitor	55%
4	PG Bison	Direct competitor	55%
5	Swiss Krono Tec	Direct competitor	55%
6	Leander Group	Retailer's own brands	61%
7	Autozone	Retailer's own brands	57%
8	Equinor	Other field	60%
9	Henkel	Other field	59%
10	Ahlstrom Munksjo	Other field	59%

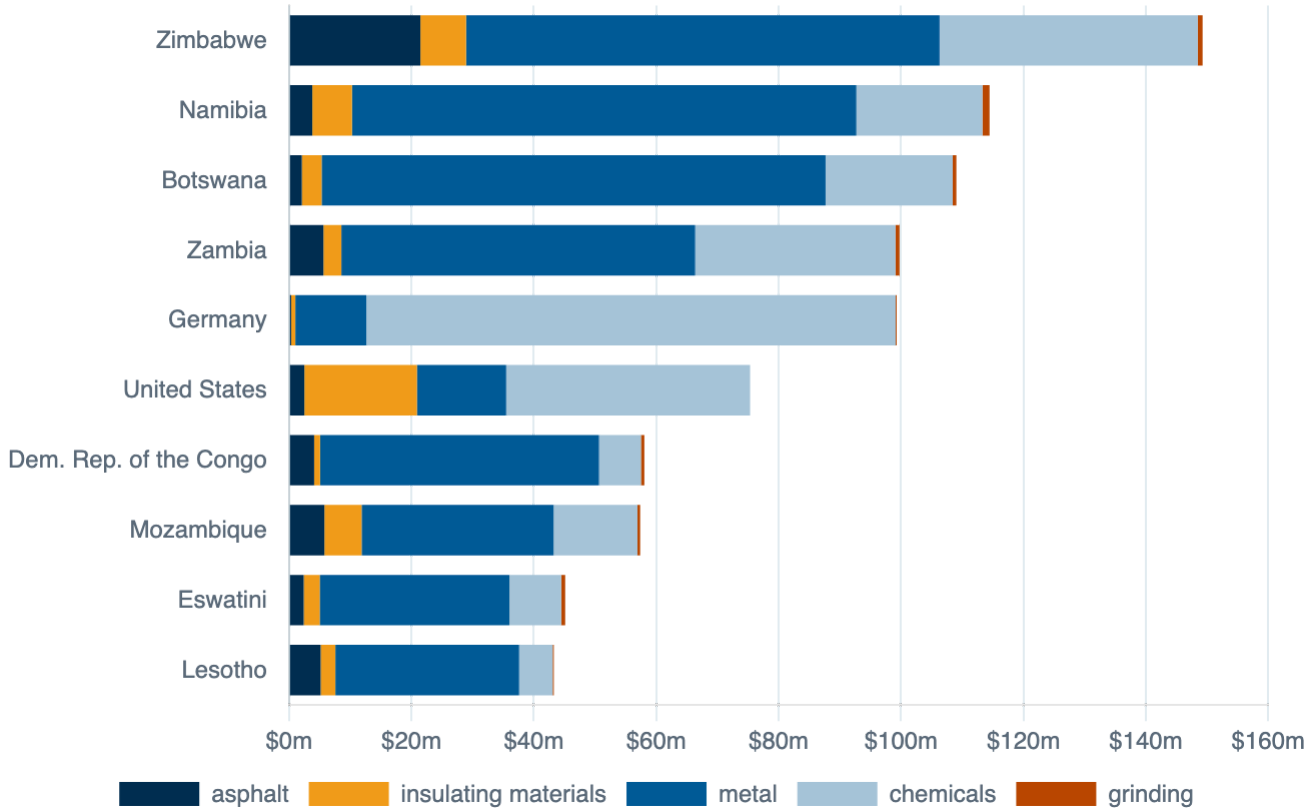
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Saint Gobain Construction Products South Africa – relevant export countries

South Africa exported **US$9.8 billion** of the goods Saint Gobain Construction Products South Africa's main classes cover in the last year – asphalt; building materials; cement; bitumen (class 19); insulating materials; insulation; stopping; tapes (class 17); metal; wire; buildings; panels (class 6); chemicals; adhesives; resins; fertilizers (class 1); grinding; wheels; power-operated (class 7). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Saint Gobain Construction Products South Africa's trademarks matter most.

Where South Africa exports Saint Gobain Construction Products South Africa's top goods

Saint Gobain Construction Products South Africa's trademarks most often cover asphalt, insulating materials, metal, chemicals and grinding. South Africa's ten largest export markets for these goods took **65%** 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 Saint Gobain Construction Products South Africa'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	78	US$1.4 billion	-3%	National	US$2,388
2	United States of America	70	US$502 m	-1%	National	US$3,425
3	India	61	US$46 m	-3%	National	US$1,295
4	Türkiye	58	US$305 m	-1%	National	US$1,258
5	Canada	58	US$79 m	-2%	National	US$2,192
6	Mexico	57	US$26 m	+3%	National	US$3,050
7	Australia	56	US$188 m	-4%	National	US$2,380
8	Indonesia	56	US$43 m	+0%	National	US$2,630
9	Russian Federation	55	US$10 m	-0%	National	US$1,915
10	Zimbabwe	54	US$936 m	+17%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Zimbabwe	54	US$936 m	+17%	ARIPO	US$450 S&Z
2	OAPI (17 states)	53	US$293 m	+6%	National	US$1,563 S&Z
3	Nigeria	51	US$112 m	-10%	National	US$1,015 S&Z
4	Zambia	51	US$1.2 billion	+13%	National	US$2,610
5	Namibia	50	US$686 m	+18%	ARIPO	US$450 S&Z
6	Algeria	48	US$1.6 m	+22%	National	US$1,445
7	Tanzania	48	US$132 m	-2%	ARIPO	US$450 S&Z
8	Mozambique	48	US$483 m	-3%	ARIPO	US$450 S&Z
9	Morocco	48	US$17 m	+17%	National	US$1,408
10	Egypt	47	US$15 m	-7%	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)
ABE	6	US$1,218	US$1,748
PAM	8	US$1,624	US$2,117
CARBORUNDUM	7	US$1,421	US$1,932
AEROLITE	5	US$1,015	US$1,563
DURAFLEX	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 Saint Gobain Construction Products South Africa's five most-filed brands: word marks of **other companies** (not Saint Gobain Construction Products South Africa'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 ABE (classes 1, 2, 17, 19, 35, 37; searched 2024-12-18 to 2026-11-07)

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

Similar to PAM (classes 6, 11, 17, 19, 21, 35, 37, 42; searched 2018-08-29 to 2026-11-07)

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

Similar to CARBORUNDUM (classes 1, 3, 7, 8, 11, 17, 19; searched 2018-05-30 to 2026-11-07)

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

Similar to AEROLITE (classes 17, 19, 21, 37, 42; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to DURAFLEX (classes 1, 2, 17, 19; 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

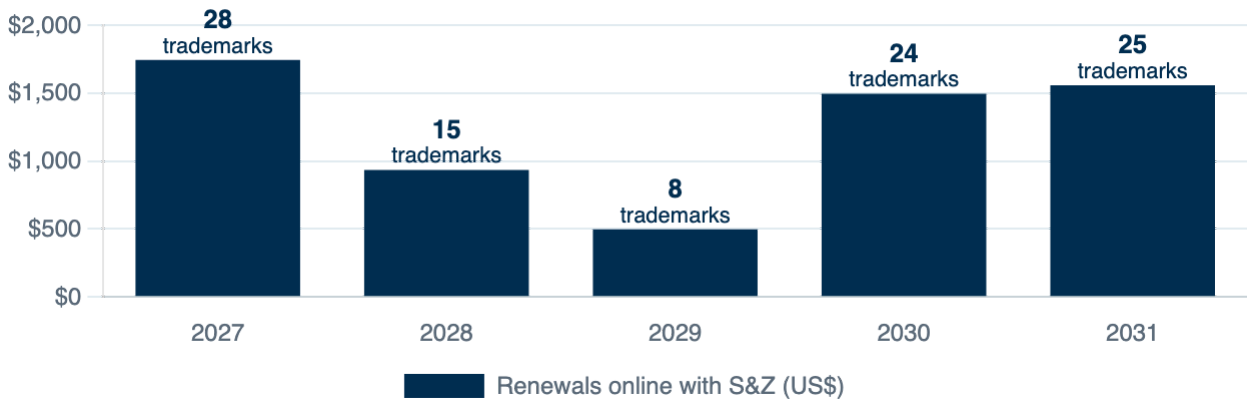
S&Z prices – South African trademarks

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$.

Saint Gobain Construction Products South Africa's next five years of renewals

100 of Saint Gobain Construction Products South Africa's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$6,228** over the five years.



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