Sanlam – South African trademarks

Updated 8 November 2026

Sanlam is one of South Africa's largest financial services groups, listed on the JSE. It offers life and general insurance, investments and retirement products – including through Santam, South Africa's largest short-term insurer.

How Sanlam 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.

#132
largest trademark owner in South Africa (of 121,626)

415
trademarks filed

15
different logos published since 2020

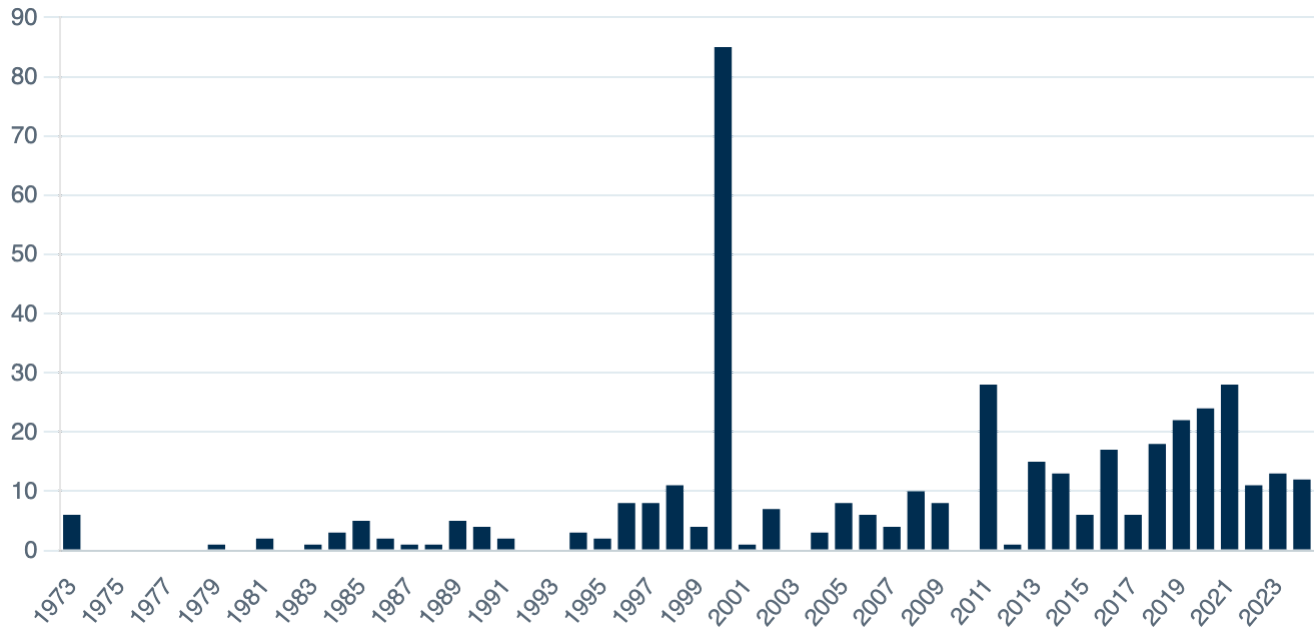
15
of 45 classes used

1973
first trademark filed

151
filed in the last 10 years

A portfolio built over time

Sanlam filed its first South African trademark in 1973 and has filed 415 since; its busiest year was 2000, with 85 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

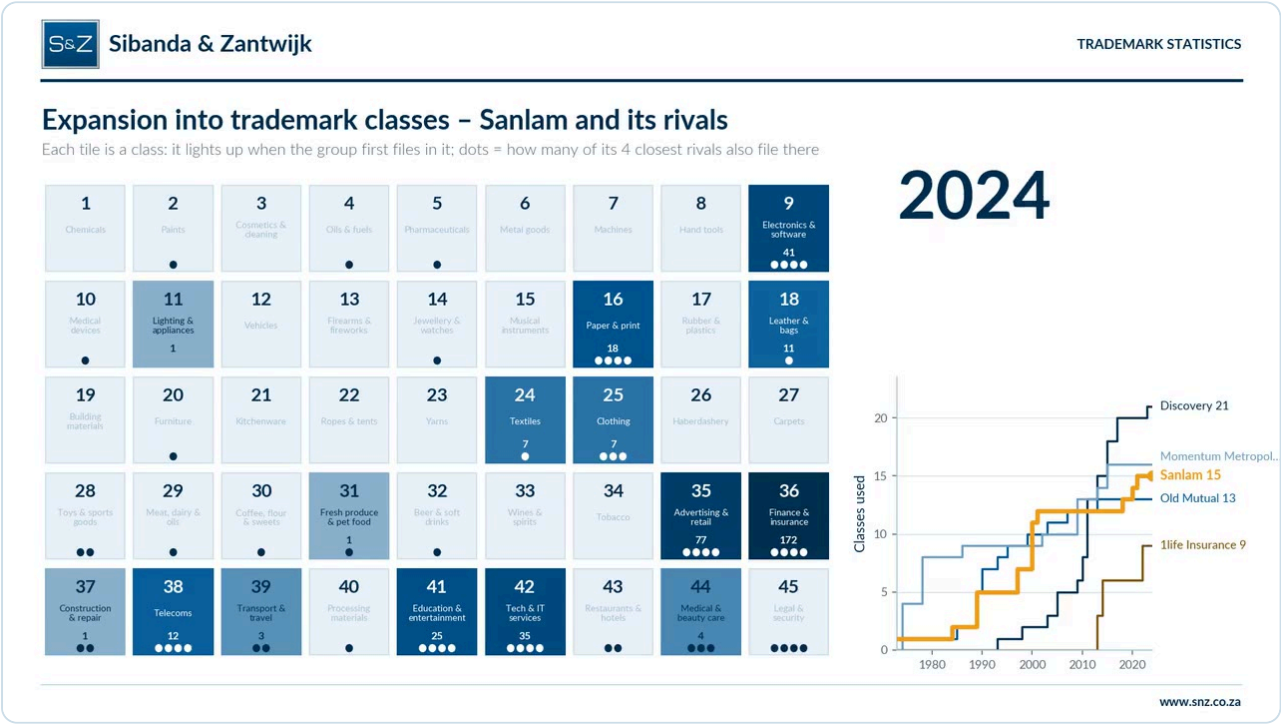
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Sanlam	388	1973–2024
Santam	249	1973–2023

Where Sanlam expanded its business

Trademark classes show what a business sells. Sanlam's portfolio is concentrated in finance & insurance (class 36), advertising & retail (class 35), electronics & software (class 9). Its most recent moves were into transport & travel (2021), lighting & appliances (2020), medical & beauty care (2018).

Sanlam trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/sanlam-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
36 Finance & insurance	172	41.4%	1973
35 Advertising & retail	77	18.6%	1997
9 Electronics & software	41	9.9%	1989
42 Tech & IT services	35	8.4%	1984
41 Education & entertainment	25	6.0%	2000
16 Paper & print	18	4.3%	1989
38 Telecoms	12	2.9%	1997
18 Leather & bags	11	2.7%	2000

The brands Sanlam protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	SANTAM	49	10	1981–2011
2	COVERING SOUTH AFRICA/ONS DEK SUID-AFRIKA	10	10	2000–2000
3	YELLOW UMBRELLA/DIE GEEL SAMBREEL (THE)	10	10	2000–2000
4	EGUARD	7	7	2000–2000
5	INSURANCE GOOD AND PROPER	7	7	2011–2011
6	REGTE, EGTE VERSEKERING	7	7	2011–2011
7	MULTIPLEX	6	6	2000–2000
8	TIC	6	2	2021–2021
9	BIZ	4	4	1997–1997
10	E-PLEX	4	4	2000–2000
11	GILTS	4	4	1989–1989
12	GLACIER DIGITAL ECOSYSTEM	4	4	2024–2024
13	GLACIER HUB	4	4	2024–2024
14	INDIE	4	4	2016–2016
15	MULTI PAY	4	4	2023–2023

Logos filed most often (since 2020)



4 filings · 2 classes



4 filings · 2 classes



3 filings · 3 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes

2 filings · 2 classes



2 filings · 1 class

Sanlam's logos

The 15 different logos Sanlam 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



2 classes



2 classes



2 classes



2 classes



2 classes



2 classes



2 classes

2 classes



1 class



1 class



1 class



1 class



1 class

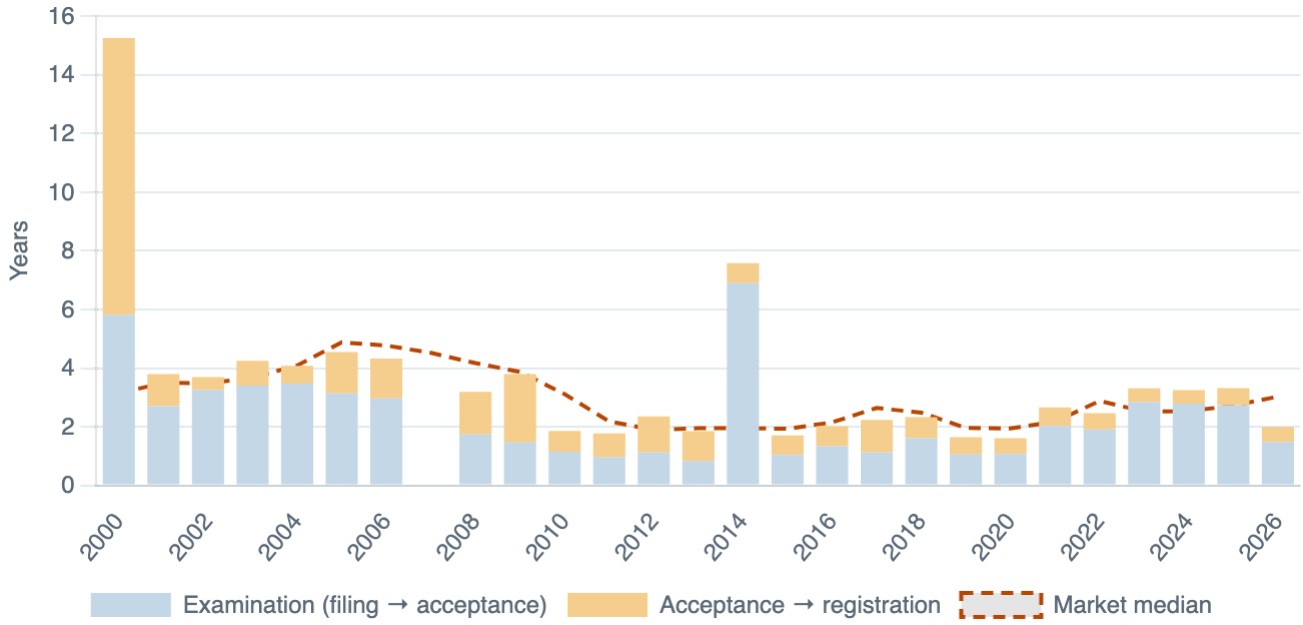


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Sanlam'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: 2.3 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

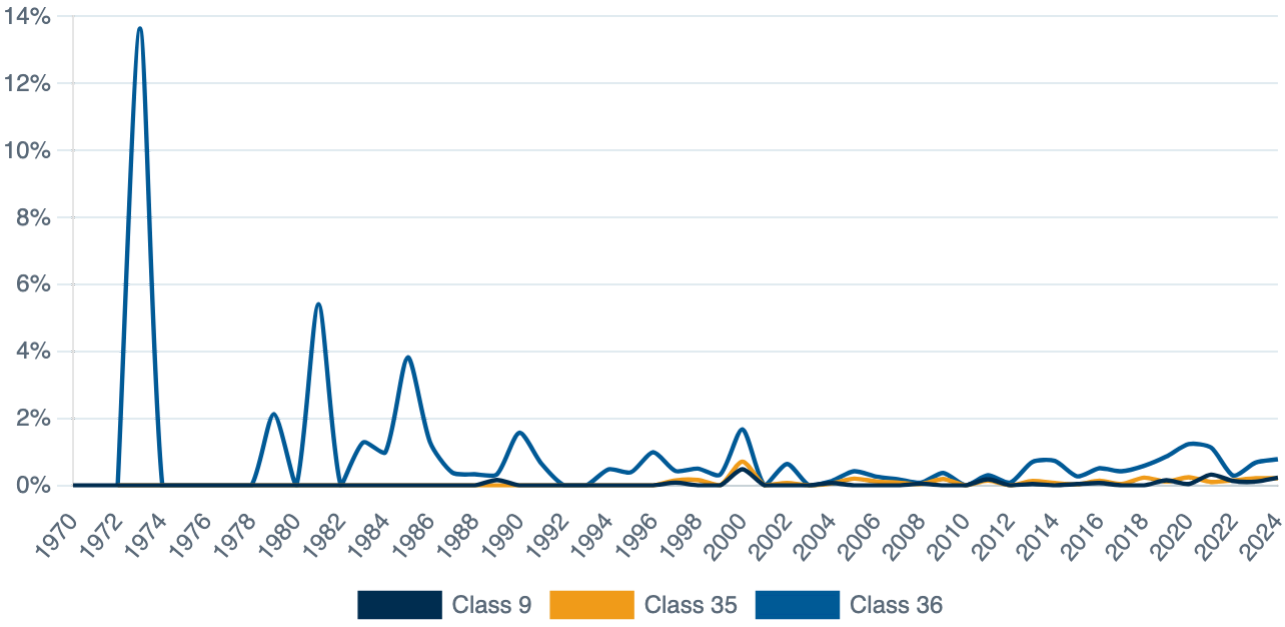


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Sanlam's classes

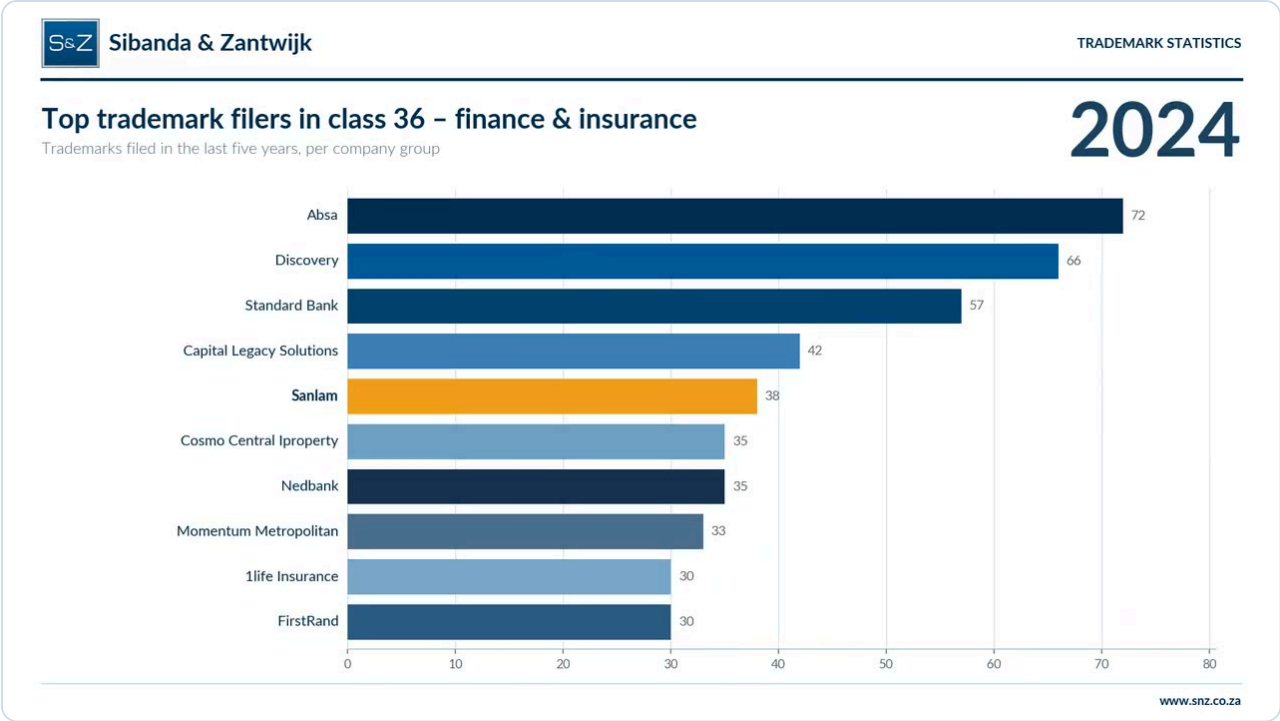
> Ranked by **number of trademarks filed in Sanlam's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Sanlam's market position, not who is most like it.

In the last five years, Sanlam was **#5** of 1,944 filers in class 36 (finance & insurance), with 38 of 4,422 trademarks; **#25** of 5,866 filers in class 35 (advertising & retail), with 20 of 11,124 trademarks; **#36** of 4,926 filers in class 9 (electronics & software), with 17 of 10,252 trademarks.



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

Top trademark filers in class 36 (finance & insurance), South Africa 1975–2024: Sanlam



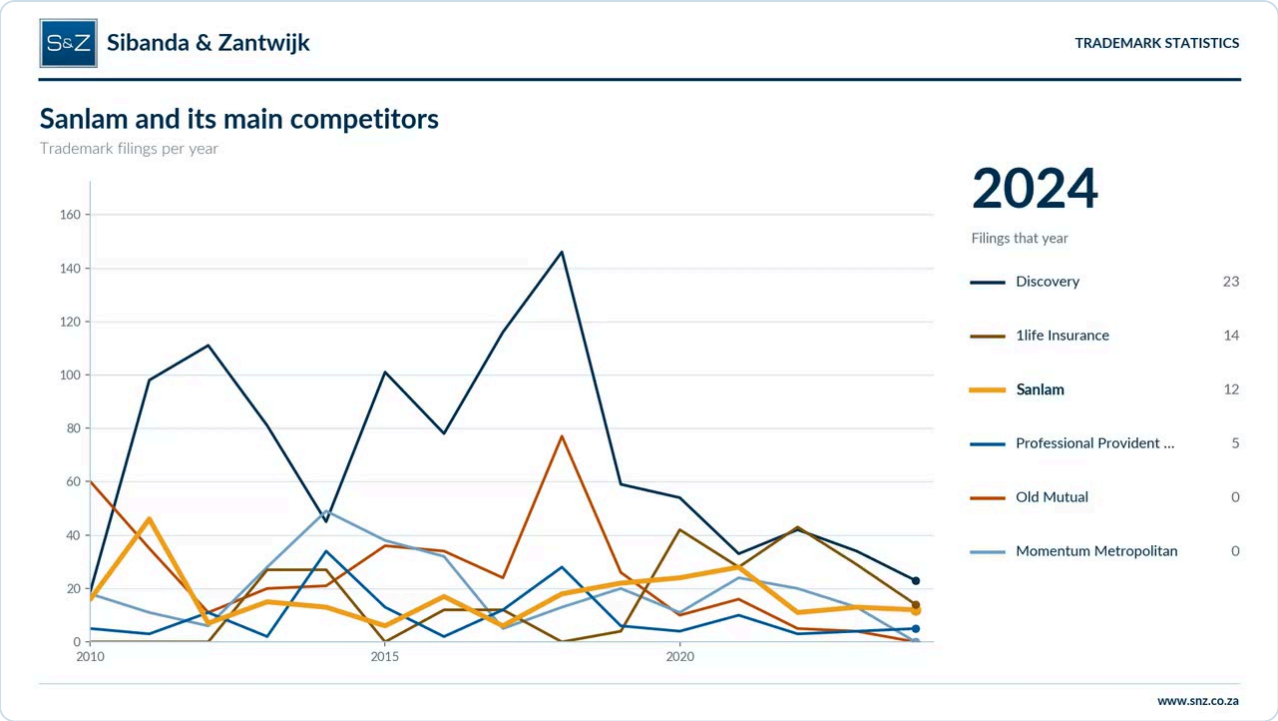
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/sanlam-south-african-trademarks/class-36-race-video.html

Main competitors – the companies most like Sanlam

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

Sanlam's closest competitors in South Africa are Discovery, Old Mutual, Momentum Metropolitan and 1life Insurance.

Sanlam 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/sanlam-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Discovery	Direct competitor	100%
2	Old Mutual	Direct competitor	92%
3	Momentum Metropolitan	Direct competitor	80%
4	1life Insurance	Direct competitor	79%
5	Professional Provident Society Insurance	Direct competitor	77%
6	Clientele Life Assurance	Direct competitor	74%
7	FirstRand	Related field	87%
8	Nedbank	Related field	87%
9	Absa	Related field	87%
10	Standard Bank	Related field	79%

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

Sanlam – relevant export countries

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 3 CLASSES
1	European Union	82	US$344 m	-1%	National	US$1,859
2	United States of America	77	US$180 m	+3%	National	US$2,075
3	United Kingdom	69	US$56 m	-3%	National	US$1,012
4	India	67	US$29 m	+9%	National	US$807
5	Namibia	66	US$366 m	+13%	ARIPO	US$343
6	Hong Kong SAR	63	US$20 m	-0%	National	US$1,110
7	Canada	63	US$35 m	-3%	National	US$1,623
8	Botswana	63	US$343 m	-6%	ARIPO	US$343
9	Zimbabwe	63	US$286 m	+11%	ARIPO	US$343
10	Japan	62	US$7.2 m	-4%	National	US$1,187

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 3 CLASSES
1	Namibia	66	US$366 m	+13%	ARIPO	US$343 S&Z
2	Botswana	63	US$343 m	-6%	ARIPO	US$343 S&Z
3	Zimbabwe	63	US$286 m	+11%	ARIPO	US$343 S&Z
4	Nigeria	57	US$47 m	-12%	National	US$609 S&Z
5	Lesotho	57	US$119 m	+11%	National	US$314
6	Mozambique	57	US$191 m	+1%	ARIPO	US$343 S&Z
7	Eswatini	57	US$139 m	-1%	ARIPO	US$343 S&Z
8	Malawi	55	US$62 m	+22%	ARIPO	US$343 S&Z
9	Zambia	55	US$311 m	+19%	National	US$1,610
10	Tanzania	55	US$54 m	+5%	ARIPO	US$343 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 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)
SANTAM	10	US$2,030	US$2,487
COVERING SOUTH AFRICA/ONS DEK SUID-AFRIKA	10	US$2,030	US$2,487
YELLOW UMBRELLA/DIE GEEL SAMBREEL (THE)	10	US$2,030	US$2,487
EGUARD	7	US$1,421	US$1,932
INSURANCE GOOD AND PROPER	7	US$1,421	US$1,932

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 Sanlam's five most-filed brands: word marks of **other companies** (not Sanlam'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 SANTAM (classes 9, 35, 36, 41, 42; searched 2018-01-31 to 2026-11-08)

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

Similar to COVERING SOUTH AFRICA/ONS DEK SUID-AFRIKA (classes 9, 35, 36, 41, 42; searched 2018-02-28 to 2026-11-08)

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

Similar to YELLOW UMBRELLA/DIE GEEL SAMBREEL (THE) (classes 9, 35, 36, 41, 42; searched 2018-01-31 to 2026-11-08)

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

Similar to EGUARD (classes 9, 16, 35, 36, 38, 41, 42; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to INSURANCE GOOD AND PROPER (classes 9, 16, 18, 35, 36, 41, 42; searched 2018-02-28 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

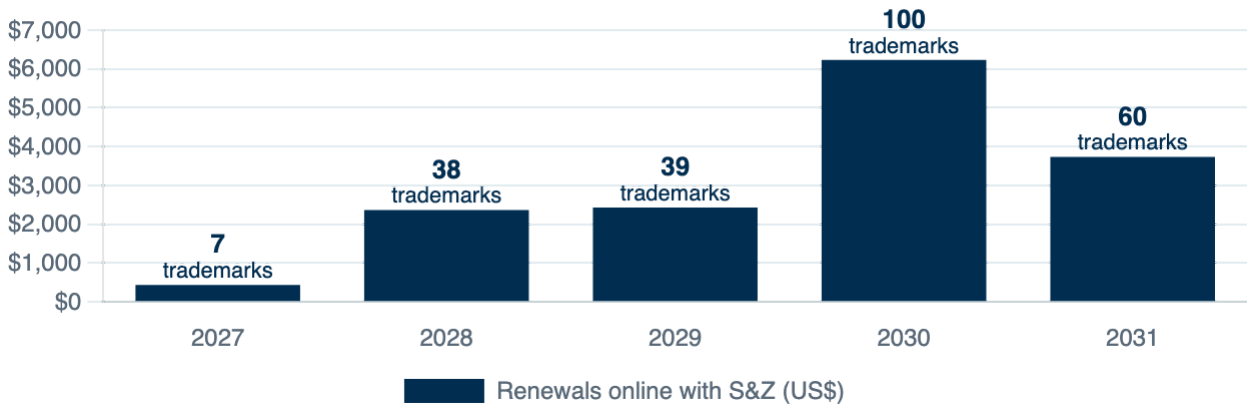
S&Z prices – South African trademarks

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$.

Sanlam's next five years of renewals

244 of Sanlam's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$15,198** over the five years.



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