Sappi – South African trademarks

Updated 8 November 2026

Sappi is a JSE-listed global pulp and paper company founded in South Africa. It produces dissolving pulp, graphic and packaging papers, and specialty papers.

How Sappi 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.

#191
largest trademark owner in South Africa (of 121,626)

315
trademarks filed

0
different logos published since 2020

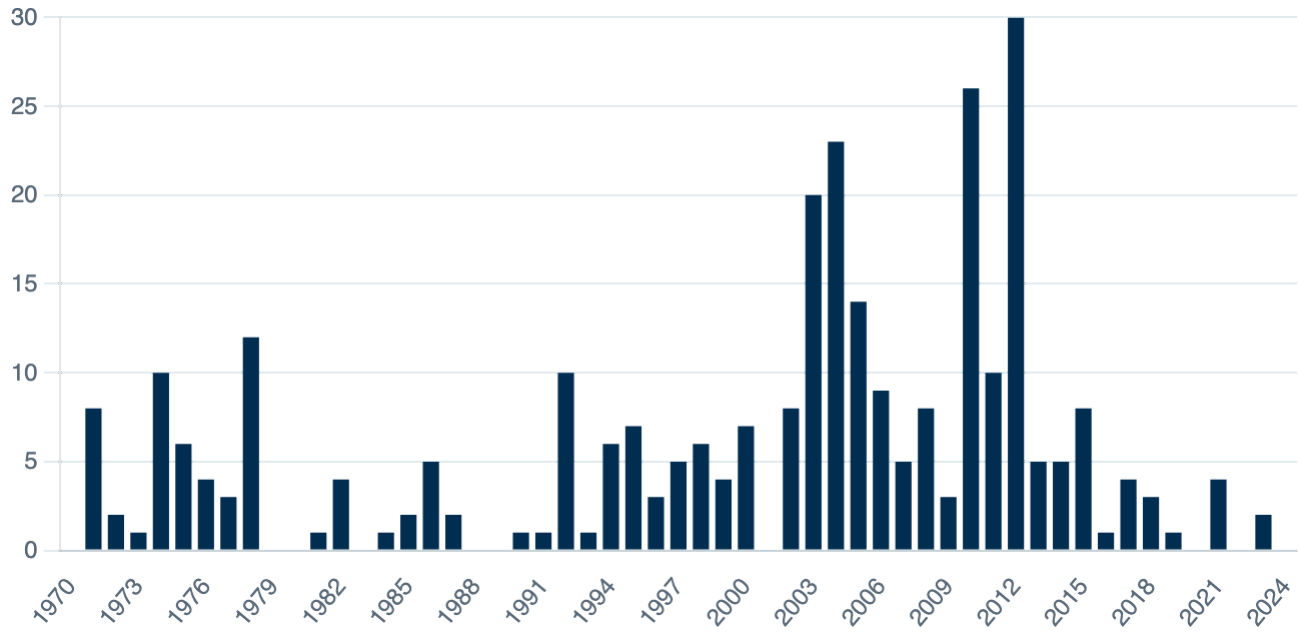
20
of 45 classes used

1934
first trademark filed

15
filed in the last 10 years

A portfolio built over time

Sappi filed its first South African trademark in 1934 and has filed 315 since; its busiest year was 2012, with 30 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

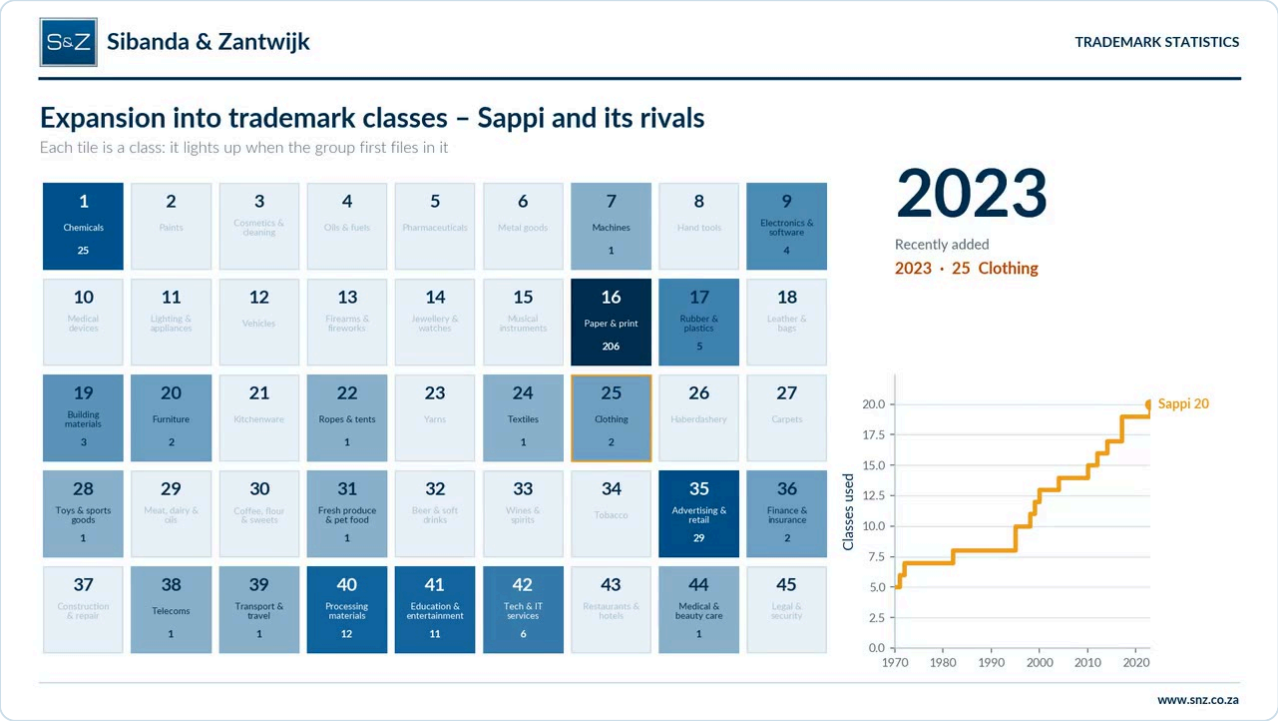
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Sappi	287	1934–2023
Sappi Manufacturing	99	1952–2010
Sappi Europe	17	2000–2018
Sappi North America	4	1971–2011

Where Sappi expanded its business

Trademark classes show what a business sells. Sappi's portfolio is concentrated in paper & print (class 16), advertising & retail (class 35), chemicals (class 1). Its most recent moves were into clothing (2023), fresh produce & pet food (2017), medical & beauty care (2017).

Sappi trademarks: expansion into trademark classes, 1970–2023



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/sappi-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
16 Paper & print	206	65.4%	1934
35 Advertising & retail	29	9.2%	2004
1 Chemicals	25	7.9%	1962
40 Processing materials	12	3.8%	1972
41 Education & entertainment	11	3.5%	1995
42 Tech & IT services	6	1.9%	1982
17 Rubber & plastics	5	1.6%	2012
9 Electronics & software	4	1.3%	1995

The brands Sappi protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	SAPPI	20	10	1969–2023
2	BRANCHISEE	5	5	1998–1998
3	EARTHKIND	5	5	2012–2014
4	IDEAS THAT MATTER	4	4	1999–2000
5	INSPIRED BY LIFE	4	4	2011–2011
6	PPI SAPPI	4	4	1962–1962
7	PROGRESS, INSPIRED BY LIFE	4	4	2011–2011
8	I CHOOSE PAPER	4	2	2010–2010
9	SAPPINDEX	4	2	2010–2010
10	MAXIMISER	3	3	1994–1995
11	PROSPERITY PEOPLE PLANET	3	3	2004–2004
12	SAICCOR	3	3	2013–2013
13	SAPOXAL	3	3	1971–1972
14	WAR ON WASTE	3	3	1992–1992
15	WOW	3	3	1992–1992

Logos filed most often (since 2020)

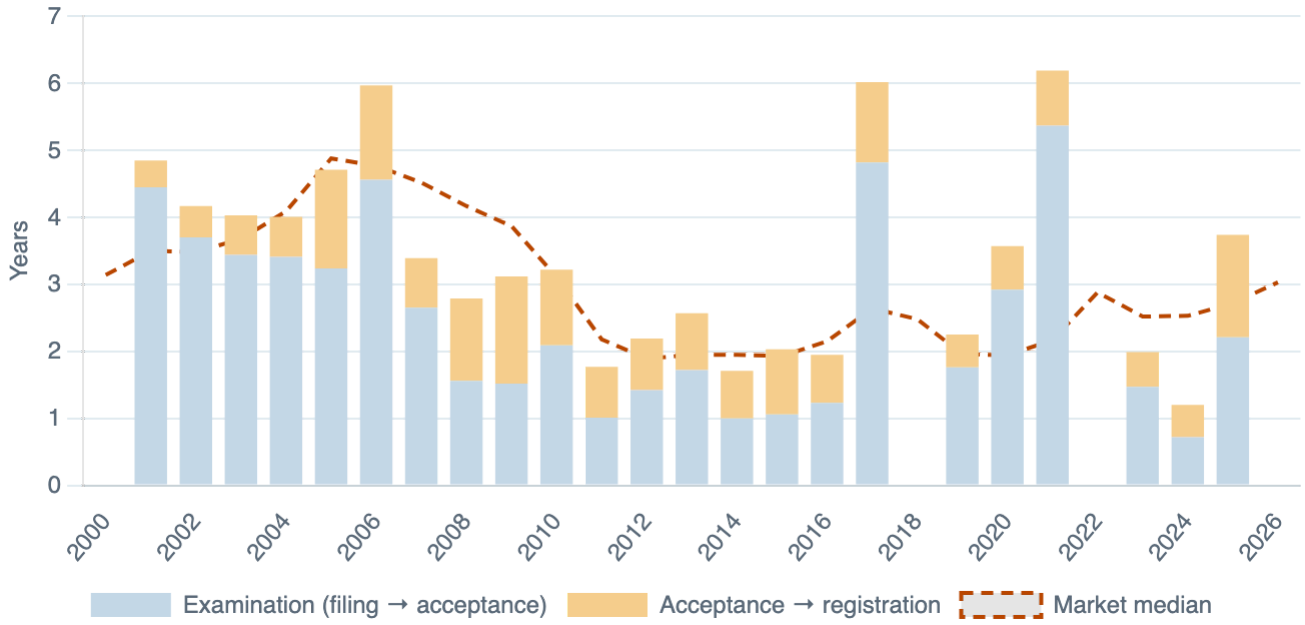
Sappi's logos

The 0 different logos Sappi 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.

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Sappi's marks took a median of **3.6 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.2 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

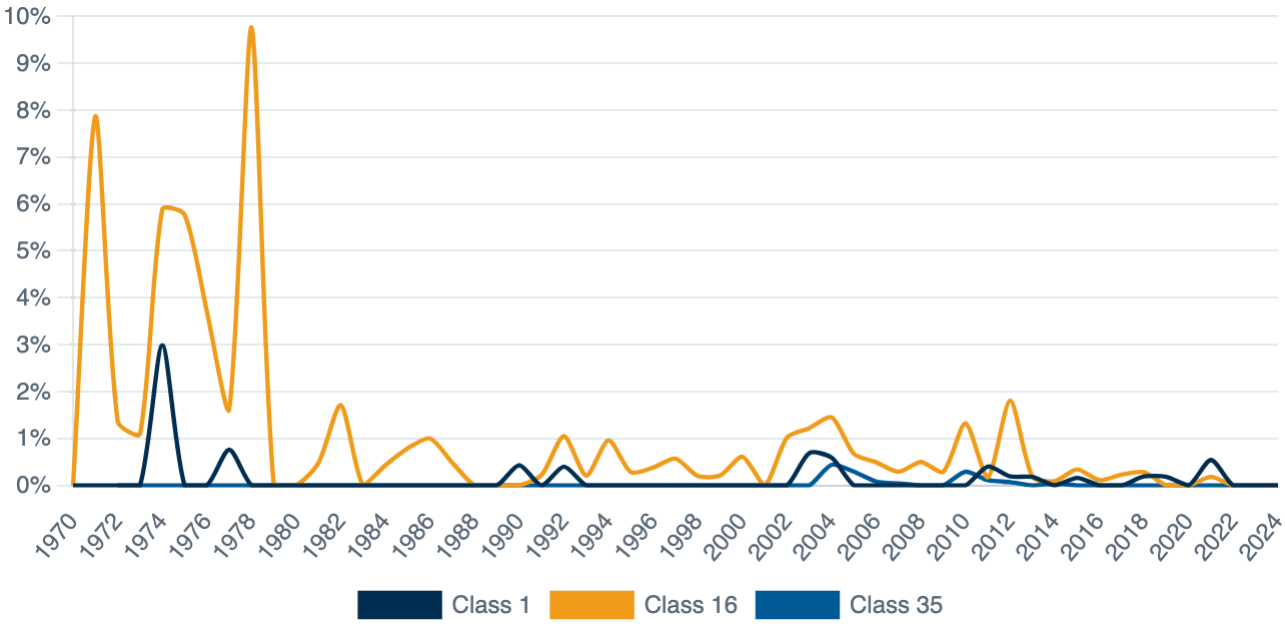


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Sappi's classes

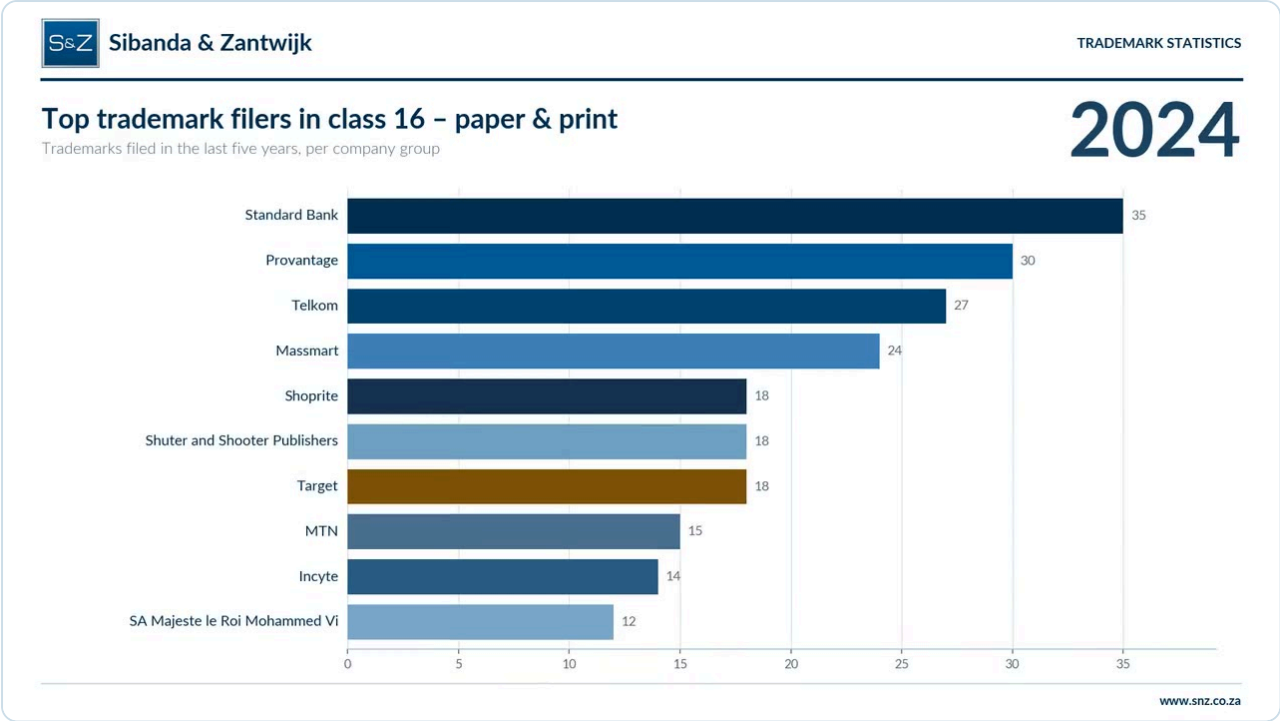
> Ranked by **number of trademarks filed in Sappi's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Sappi's market position, not who is most like it.

In the last five years, Sappi was **#625** of 1,191 filers in class 16 (paper & print), with 1 of 2,264 trademarks; **#136** of 947 filers in class 1 (chemicals), with 3 of 2,054 trademarks.



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

Top trademark filers in class 16 (paper & print), South Africa 1975–2024: Sappi

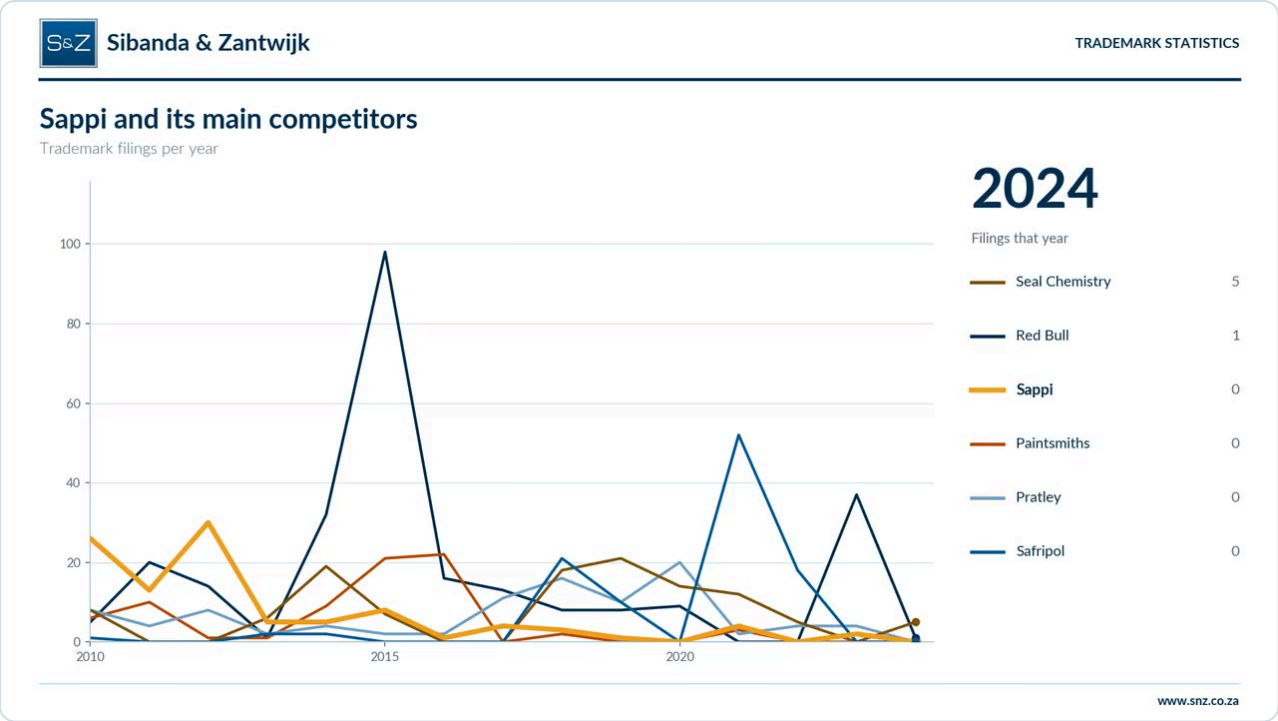


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/sappi-south-african-trademarks/class-16-race-video.html

Main competitors – the companies most like Sappi

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

Sappi 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/sappi-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Red Bull	–	73%
2	Paintsmiths	–	70%
3	Pratley	–	69%
4	Seal Chemistry	–	68%
5	Safripol	–	67%
6	Council for Scientific and Industrial R...	–	66%
7	Equinor	–	64%
8	Abbott	–	63%
9	Henkel	–	62%
10	Merck	–	62%

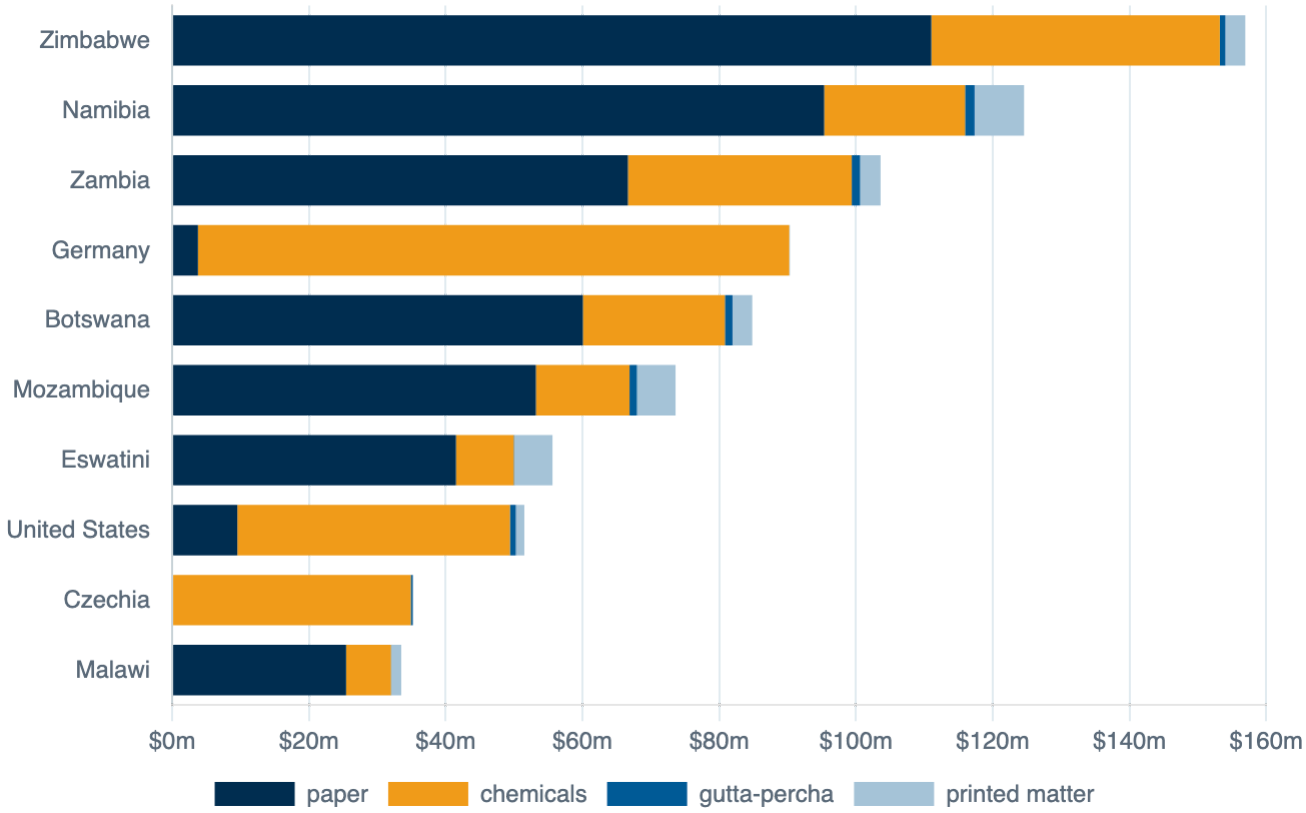
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Sappi – relevant export countries

South Africa exported **US$2.1 billion** of the goods Sappi's main classes cover in the last year – paper; printed matter; photographs; stationery (class 16); chemicals; chemical preparations; fertilizers; chemical substances (class 1); gutta-percha; asbestos; tapes (class 17); computer software; software; computer hardware (class 9). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Sappi's trademarks matter most.

Where South Africa exports Sappi's top goods

Sappi's trademarks most often cover paper, chemicals, gutta-percha and printed matter. 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 Sappi'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, 4 CLASSES
1	European Union	75	US$224 m	-4%	National	US$2,123
2	United States of America	71	US$95 m	+2%	National	US$2,750
3	United Kingdom	66	US$31 m	-7%	National	US$1,192
4	Zimbabwe	64	US$272 m	+28%	ARIPO	US$397
5	India	63	US$9.9 m	-14%	National	US$1,051
6	Japan	61	US$4.7 m	-5%	National	US$1,481
7	Namibia	61	US$204 m	+30%	ARIPO	US$397
8	Türkiye	60	US$13 m	-10%	National	US$1,119
9	Canada	59	US$6.4 m	-7%	National	US$1,907
10	Zambia	59	US$394 m	+5%	National	US$2,110

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	Zimbabwe	64	US$272 m	+28%	ARIPO	US$397 S&Z
2	Namibia	61	US$204 m	+30%	ARIPO	US$397 S&Z
3	Zambia	59	US$394 m	+5%	National	US$2,110
4	Malawi	57	US$40 m	+88%	ARIPO	US$397 S&Z
5	Eswatini	55	US$98 m	-6%	ARIPO	US$397 S&Z
6	OAPI (17 states)	55	US$25 m	+1%	National	US$1,378 S&Z
7	Nigeria	55	US$19 m	-24%	National	US$812 S&Z
8	Tanzania	54	US$25 m	-11%	ARIPO	US$397 S&Z
9	Mozambique	53	US$101 m	-22%	ARIPO	US$397 S&Z
10	Lesotho	53	US$49 m	+7%	National	US$320

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 4 classes; ARIPO costs are per country, plus US$290 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)
SAPPI	10	US$2,030	US$2,487
BRANCHISEE	5	US$1,015	US$1,563
EARTHKIND	5	US$1,015	US$1,563
IDEAS THAT MATTER	4	US$812	US$1,378
INSPIRED BY LIFE	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 Sappi's five most-filed brands: word marks of **other companies** (not Sappi'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 SAPPI (classes 1, 16, 35, 40, 41; searched 2018-08-29 to 2026-11-08)

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

Similar to BRANCHISEE (classes 16, 38, 40, 41, 42; searched 2018-04-25 to 2026-11-08)

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

Similar to EARTHKIND (classes 9, 16, 28, 35, 41; searched 2018-08-29 to 2026-11-08)

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

Similar to IDEAS THAT MATTER (classes 16, 36, 39, 41; searched 2018-02-28 to 2026-11-08)

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

Similar to INSPIRED BY LIFE (classes 1, 16, 35, 40; searched 2018-01-31 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

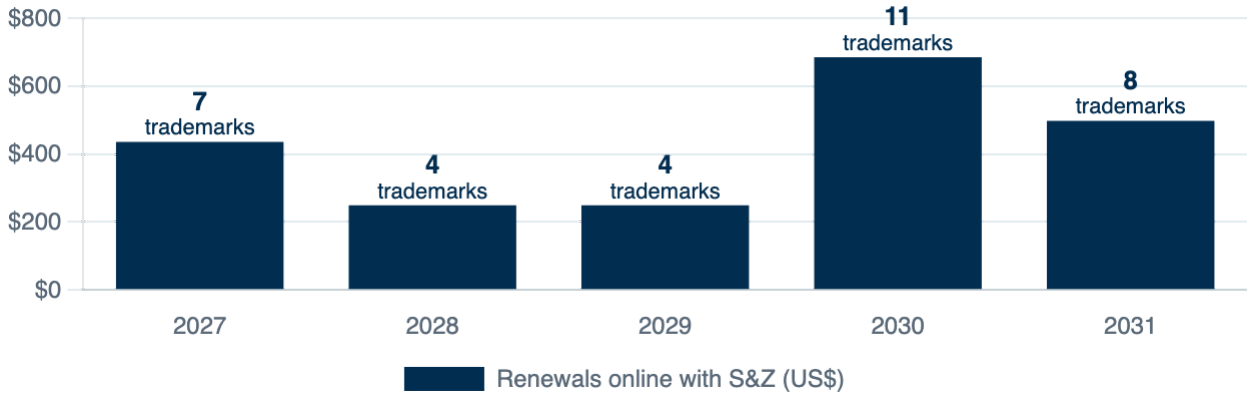
S&Z prices – South African trademarks

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$.

Sappi's next five years of renewals

34 of Sappi's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$2,117 over the five years.



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