SC Johnson – South African trademarks

Updated 8 November 2026

SC Johnson is a family-owned American maker of household products. Its brands include Mr Muscle, Raid, Baygon, Glade, Mr Min and Ziploc.

How SC Johnson 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.

#110
largest trademark owner in South Africa (of 121,626)

519
trademarks filed

4
different logos published since 2020

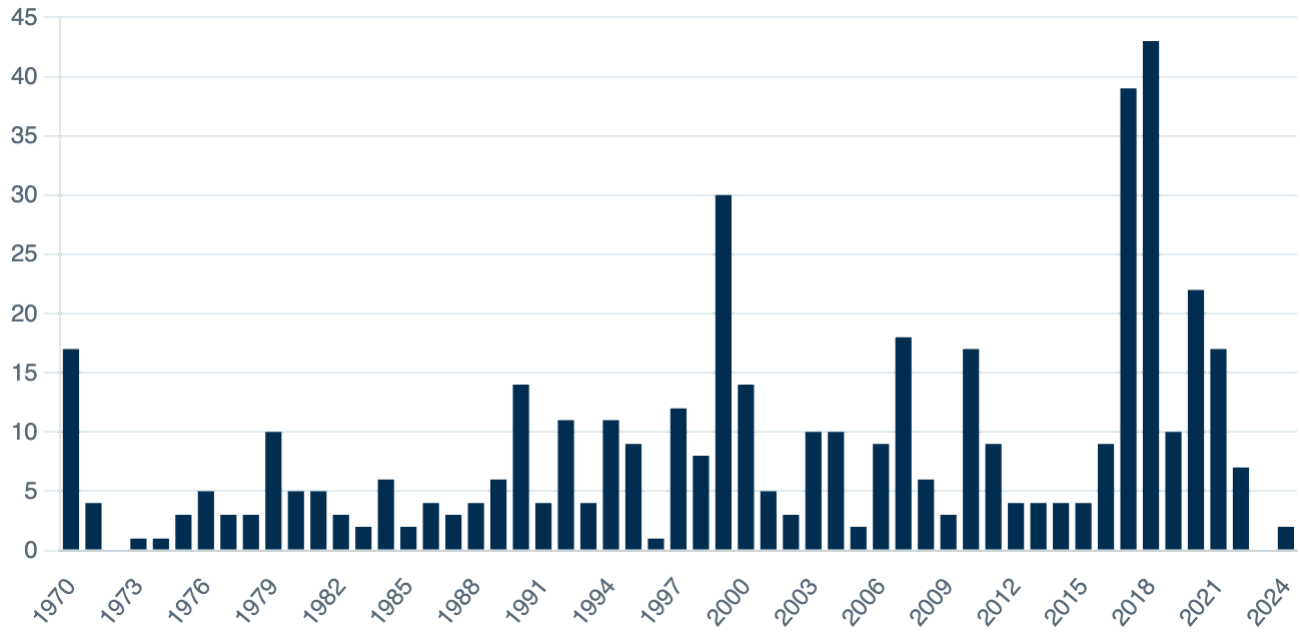
19
of 45 classes used

1919
first trademark filed

149
filed in the last 10 years

A portfolio built over time

SC Johnson filed its first South African trademark in 1919 and has filed 519 since; its busiest year was 2018, 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

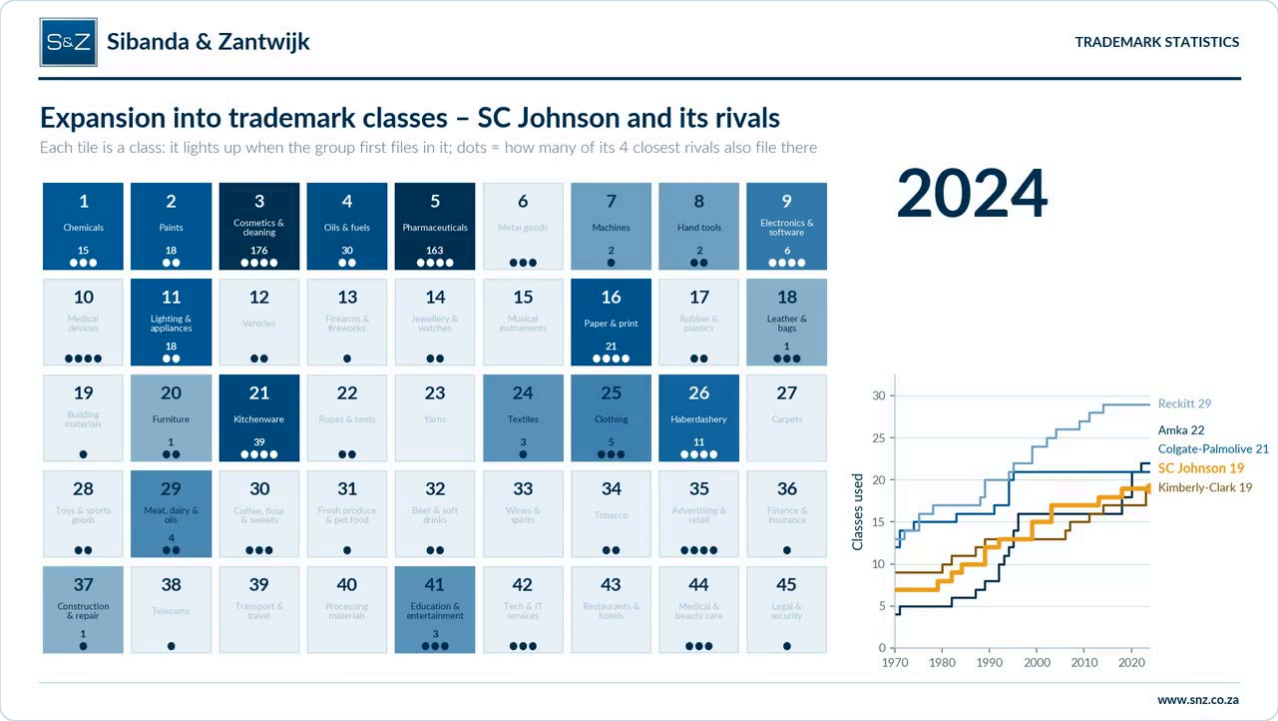
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
SC Johnson	492	1919–2024
Scjohnson and Son	19	1954–2007
S C Johnson and Son	15	1984–2010
Sc Johnson Home Storage	15	1999–2001
Sc Jonhson and Son	3	1997–1997

Where SC Johnson expanded its business

Trademark classes show what a business sells. SC Johnson's portfolio is concentrated in cosmetics & cleaning (class 3), pharmaceuticals (class 5), kitchenware (class 21). Its most recent moves were into hand tools (2018), clothing (2013), construction & repair (2003).

SC Johnson trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/sc-johnson-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
3 Cosmetics & cleaning	176	33.9%	1919
5 Pharmaceuticals	163	31.4%	1947
21 Kitchenware	39	7.5%	1970
4 Oils & fuels	30	5.8%	1979
16 Paper & print	21	4.0%	1992
11 Lighting & appliances	18	3.5%	1989
2 Paints	18	3.5%	1966
1 Chemicals	15	2.9%	1955

The brands SC Johnson protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	SC JOHNSON A FAMILY COMPANY	22	11	1999–2020
2	KIWI	20	6	1919–2019
3	SC JOHNSON	12	10	1998–2018
4	MR MUSCLE	11	3	1975–2017
5	SC JOHNSON A FAMILY COMPANY AT WORK FOR A BETTER WORLD	10	10	2018–2018
6	OFF!	10	3	1994–2016
7	PLEDGE	9	5	1961–2018
8	RAID	9	5	1955–2010
9	GLADE	9	4	1963–2014
10	JOHNSON	7	6	1964–1989
11	SC JOHNSON PROFESSIONAL	7	6	1990–2020
12	INNOCHEM	6	6	1979–1979
13	KIWI POLISH JOHNSON A FAMILY COMPANY	6	6	2017–2017
14	SC JOHNSON PROFESSIONAL A FAMILY COMPANY	6	6	2018–2018
15	SCJOHNSON A FAMILY COMPANY	6	6	2007–2007

Logos filed most often (since 2020)

20 filings · 10 classes

2 filings · 2 classes

2 filings · 2 classes

2 filings · 2 classes

SC Johnson's logos

The 4 different logos SC Johnson 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.

10 classes

2 classes

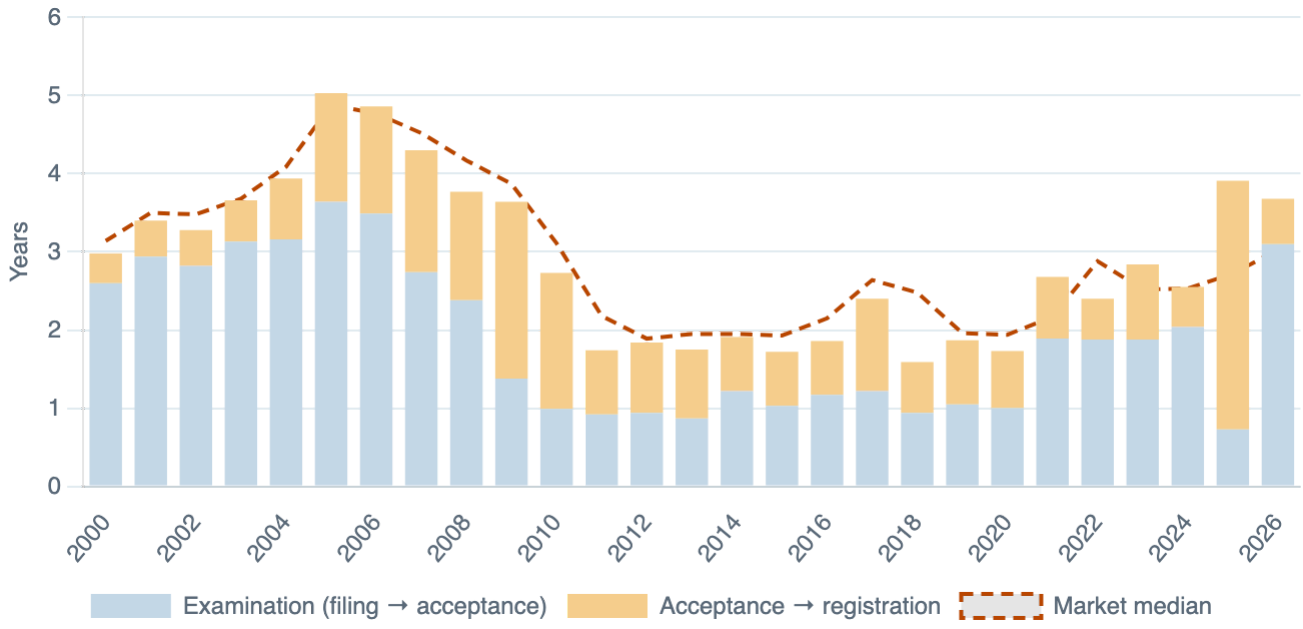
2 classes

2 classes

Full logo list on the online version of this page.

How quickly its trademarks are registered

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



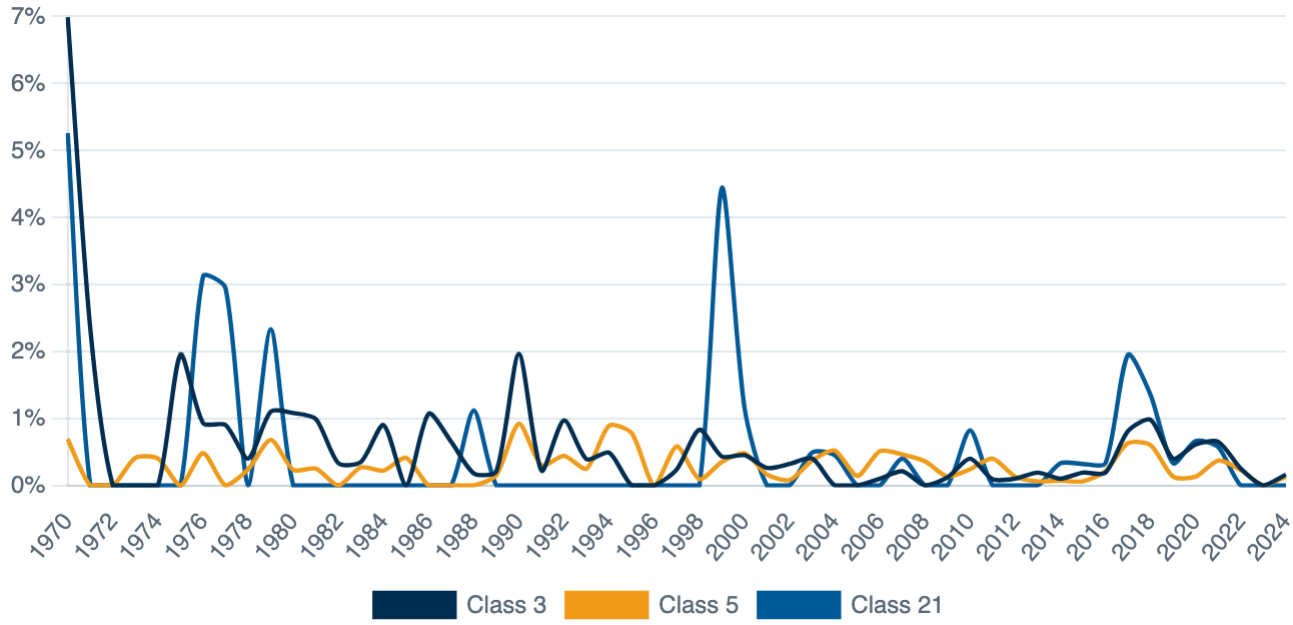
Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came

through that year.

Who files the most in SC Johnson's classes

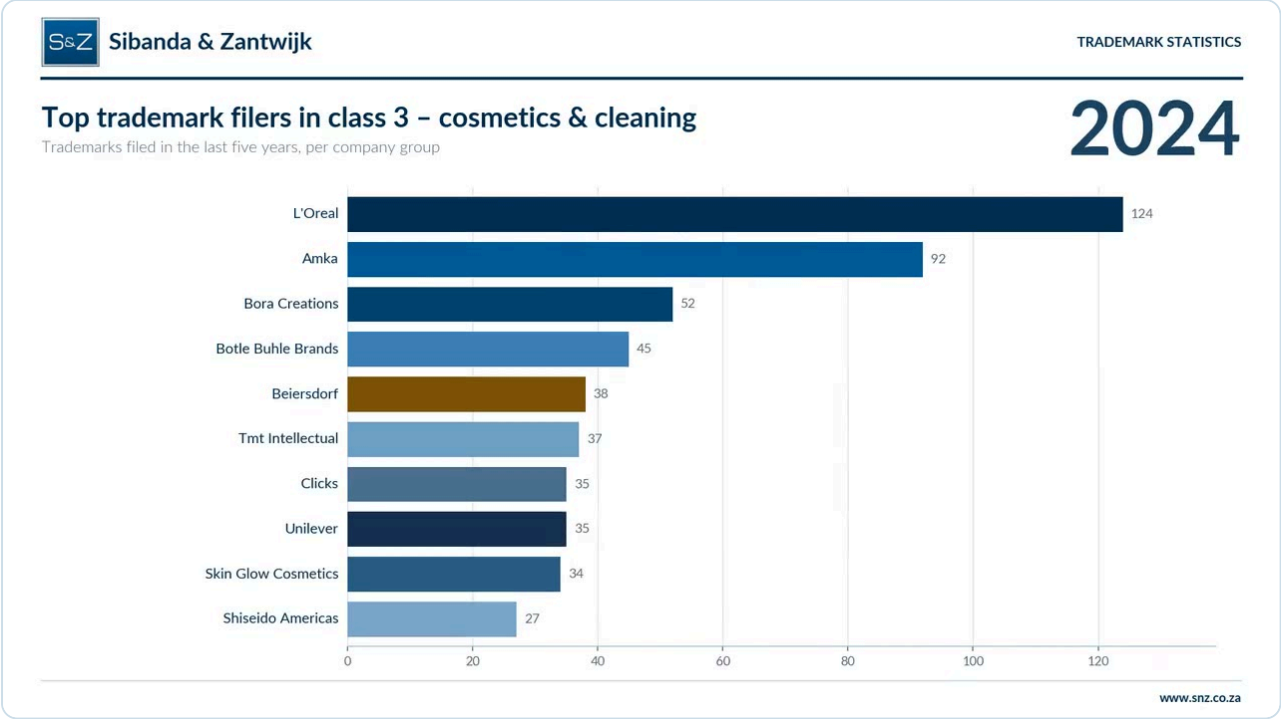
> Ranked by **number of trademarks filed in SC Johnson's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows SC Johnson's market position, not who is most like it.

In the last five years, SC Johnson was **#25** of 1,836 filers in class 3 (cosmetics & cleaning), with 15 of 3,958 trademarks; **#74** of 2,050 filers in class 5 (pharmaceuticals), with 12 of 6,111 trademarks; **#43** of 817 filers in class 21 (kitchenware), with 4 of 1,364 trademarks.



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

Top trademark filers in class 3 (cosmetics & cleaning), South Africa 1975–2024: SC Johnson



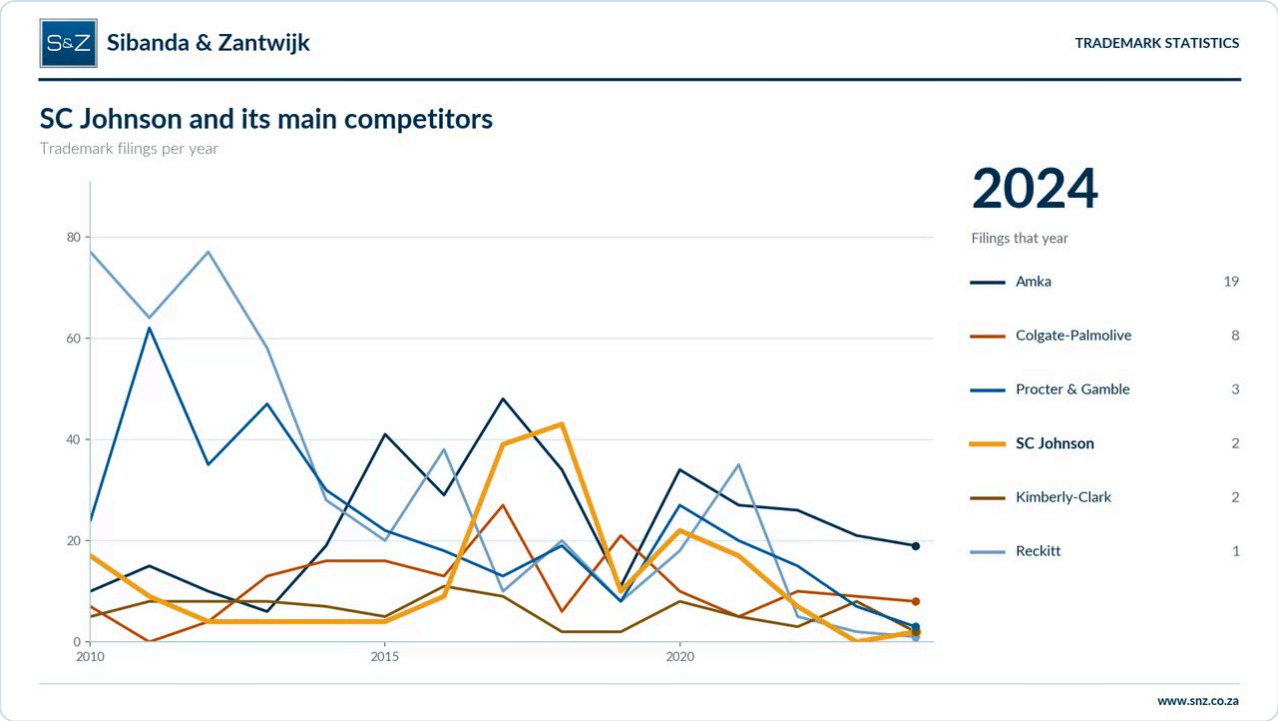
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/sc-johnson-south-african-trademarks/class-3-race-video.html

Main competitors – the companies most like SC Johnson

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

SC Johnson's closest competitors in South Africa are Amka, Colgate-Palmolive, Reckitt and Kimberly-Clark.

SC Johnson 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/sc-johnson-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Amka	Direct competitor	74%
2	Colgate-Palmolive	Direct competitor	68%
3	Reckitt	Direct competitor	67%
4	Kimberly-Clark	Direct competitor	64%
5	Procter & Gamble	Direct competitor	63%
6	Lion Match Company	Direct competitor	61%
7	Johnson & Johnson	Related field	73%
8	L'Oreal	Related field	72%
9	Kenvue	Related field	69%
10	Nativa	Related field	67%

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

SC Johnson – relevant export countries

South Africa exported **US$1.9 billion** of the goods SC Johnson's main classes cover in the last year – essential oils; perfumes; air fragrancing preparations; perfuming preparations (class 3); deodorants; air purifying preparations; deodorizers; insect repellents (class 5); brushes; containers; cleaning; shoe trees (class 21); candles; wax melts (class 4); plastic bags; adhesives; canvas; plastics (class 16). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where SC Johnson's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	75	US$181 m	-0%	National	US$2,388
2	United States of America	73	US$92 m	-1%	National	US$3,425
3	United Kingdom	61	US$26 m	-4%	National	US$1,371
4	Japan	57	US$8.1 m	-4%	National	US$1,774
5	Australia	57	US$41 m	-6%	National	US$2,380
6	Switzerland	55	US$3.7 m	+18%	National	US$1,660
7	Canada	55	US$2.2 m	-3%	National	US$2,192
8	Mexico	54	US$9.7 m	+7%	National	US$3,050
9	Namibia	53	US$273 m	+7%	ARIPO	US$450
10	China	53	US$23 m	-1%	National	US$1,224

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	53	US$273 m	+7%	ARIPO	US$450 S&Z
2	Zimbabwe	50	US$173 m	+11%	ARIPO	US$450 S&Z
3	OAPI (17 states)	48	US$14 m	+5%	National	US$1,563 S&Z
4	Botswana	48	US$207 m	-3%	ARIPO	US$450 S&Z
5	Nigeria	48	US$9.9 m	-10%	National	US$1,015 S&Z
6	Mozambique	47	US$129 m	+3%	ARIPO	US$450 S&Z
7	Egypt	46	US$4.0 m	-0%	National	US$2,278
8	Morocco	45	US$1.5 m	+12%	National	US$1,408
9	Malawi	45	US$47 m	+21%	ARIPO	US$450 S&Z
10	Eswatini	45	US$123 m	-1%	National	US$446

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)
SC JOHNSON A FAMILY COMPANY	11	US$2,233	US$2,671
KIWI	6	US$1,218	US$1,748
SC JOHNSON	10	US$2,030	US$2,487
MR MUSCLE	3	US$609	US$1,194
SC JOHNSON A FAMILY COMPANY AT WORK FOR A BETTER WORLD	10	US$2,030	US$2,487

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 SC Johnson's five most-filed brands: word marks of **other companies** (not SC Johnson'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 SC JOHNSON A FAMILY COMPANY (classes 3, 4, 5, 16, 21; searched 2018-07-25 to 2026-11-07)

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

Similar to KIWI (classes 1, 2, 3, 5, 21, 26; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to SC JOHNSON (classes 3, 4, 5, 16, 21; searched 2018-07-25 to 2026-11-07)

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

Similar to MR MUSCLE (classes 3, 5, 21; searched 2018-04-25 to 2026-11-07)

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

Similar to SC JOHNSON A FAMILY COMPANY AT WORK FOR A BETTER WORLD (classes 3, 4, 5, 16, 21; searched 2018-07-25 to 2026-11-07)

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

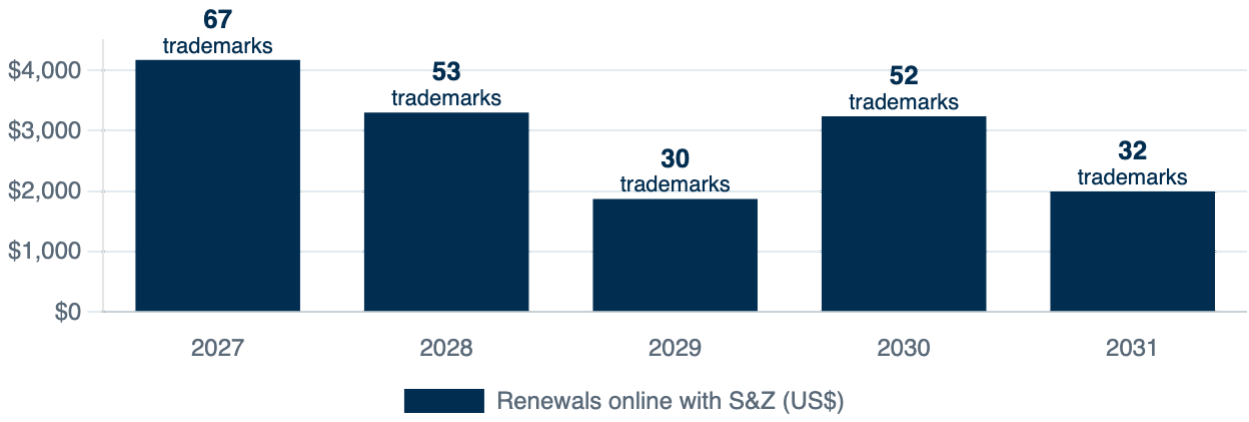
S&Z prices – South African trademarks

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$.

SC Johnson's next five years of renewals

234 of SC Johnson's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$14,575** over the five years.



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