Schneider Electric – South African trademarks

Updated 8 November 2026

Schneider Electric is a French company in energy management and automation. It makes electrical distribution equipment, switches and sockets, and industrial control systems.

How Schneider Electric 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.

#322
largest trademark owner in South Africa (of 121,626)

184
trademarks filed

2
different logos published since 2020

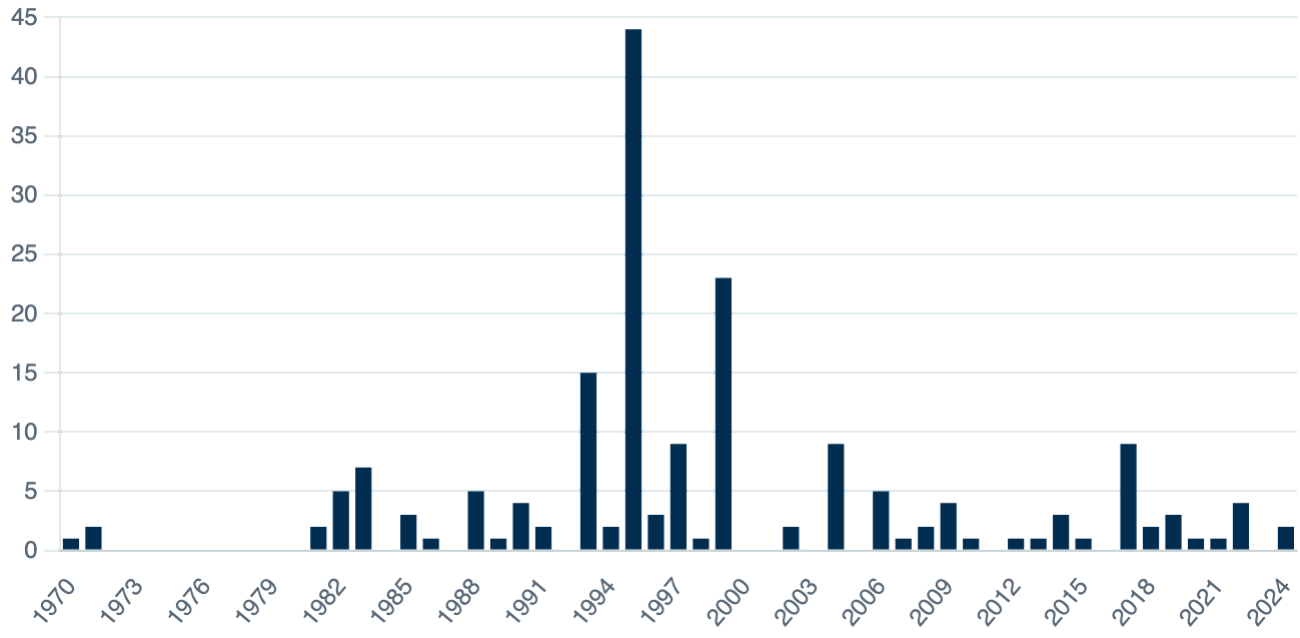
19
of 45 classes used

1957
first trademark filed

22
filed in the last 10 years

A portfolio built over time

Schneider Electric filed its first South African trademark in 1957 and has filed 184 since; its busiest year was 1995, with 44 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

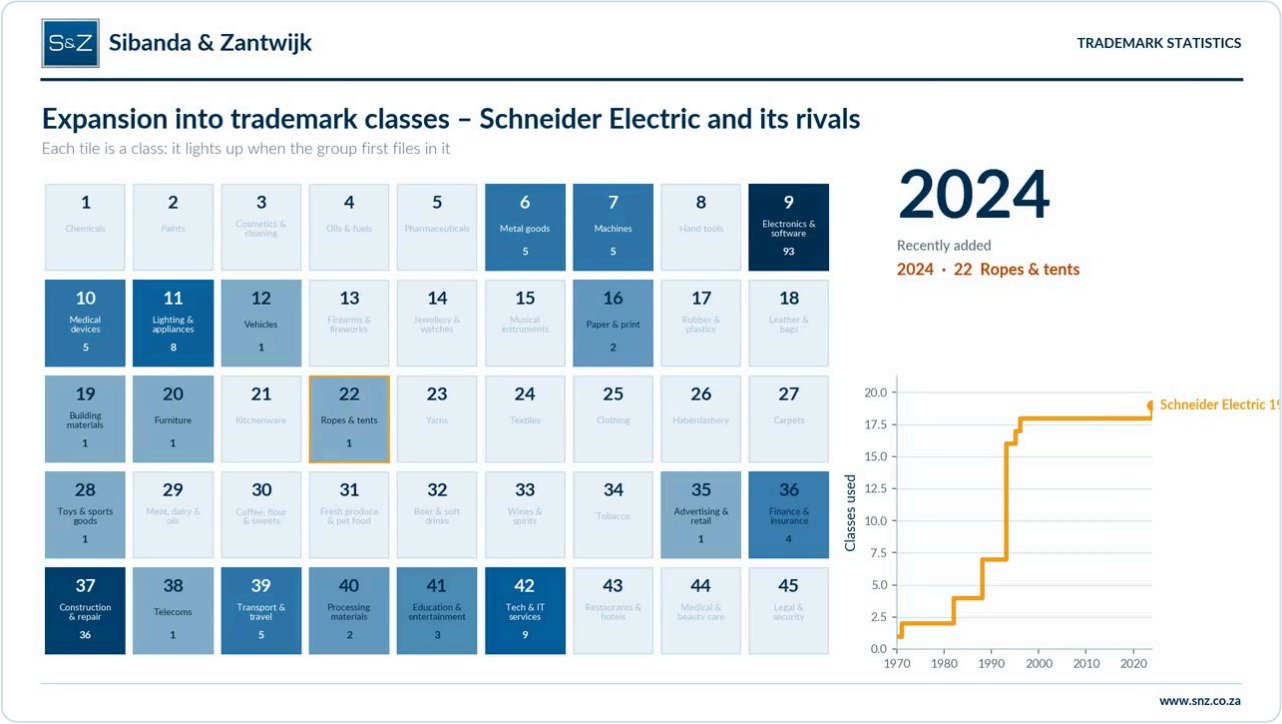
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Schneider Electric	98	1958–2022
Schneider Electric South Africa	38	1983–2006
Schneider Electric It	16	1988–2017
Schneider	15	1981–1999
Schneider South Africa	13	1993–1993
Schneider Electric Software	11	1997–2008
Schneider Electronics	5	2004–2004
Schneider Electric New Zealand	3	1995–2006

Where Schneider Electric expanded its business

Trademark classes show what a business sells. Schneider Electric's portfolio is concentrated in electronics & software (class 9), construction & repair (class 37), tech & it services (class 42). Its most recent moves were into ropes & tents (2024), furniture (1996), toys & sports goods (1995).

Schneider Electric trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/schneider-electric-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
9 Electronics & software	93	50.5%	1957
37 Construction & repair	36	19.6%	1982
42 Tech & IT services	9	4.9%	1988
11 Lighting & appliances	8	4.3%	1993
7 Machines	5	2.7%	1971
39 Transport & travel	5	2.7%	1993
6 Metal goods	5	2.7%	1993
10 Medical devices	5	2.7%	1982

The brands Schneider Electric protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	GROUPE SCHNEIDER	14	14	1993–1993
2	SCHNEIDER ELECTRIC	11	7	1999–1999
3	ECOSTRUXURE	6	3	2017–2017
4	POWERNET	5	5	1988–1988
5	SCHNEIDER	4	4	2004–2004
6	MULTI 9	4	2	1983–1995
7	HOIST-TEC	3	3	2006–2006
8	LIFE IS ON BY SCHNEIDER ELECTRIC	3	3	2014–2014
9	MODICON	3	3	1990–2024
10	S SCHNEIDER ELECTRIC	3	3	1999–1999
11	MG	3	2	1970–1982
12	C 45	2	2	1995–1995
13	C 45 N	2	2	1995–1995
14	CIMTEL	2	2	1995–1995
15	COMPACT	2	2	1983–1983

Logos filed most often (since 2020)



5 filings · 4 classes



1 filing · 1 class

Schneider Electric's logos

The 2 different logos Schneider Electric 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.

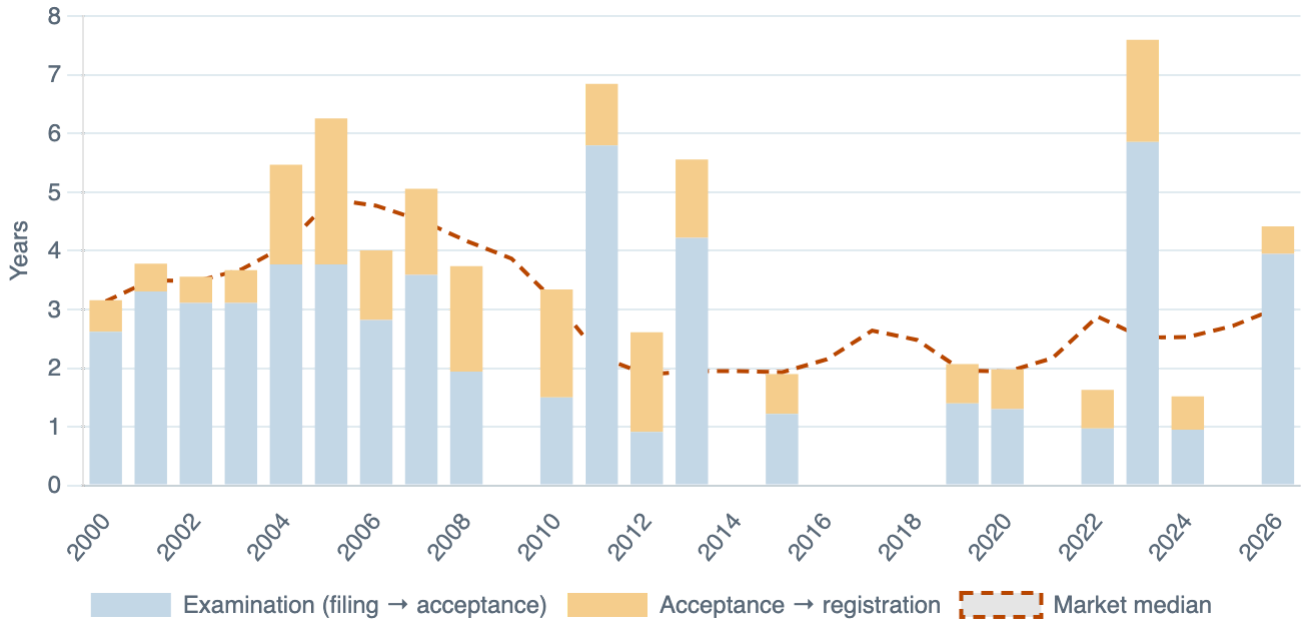
4 classes

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Schneider Electric's marks took a median of **4.7 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 3.9 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

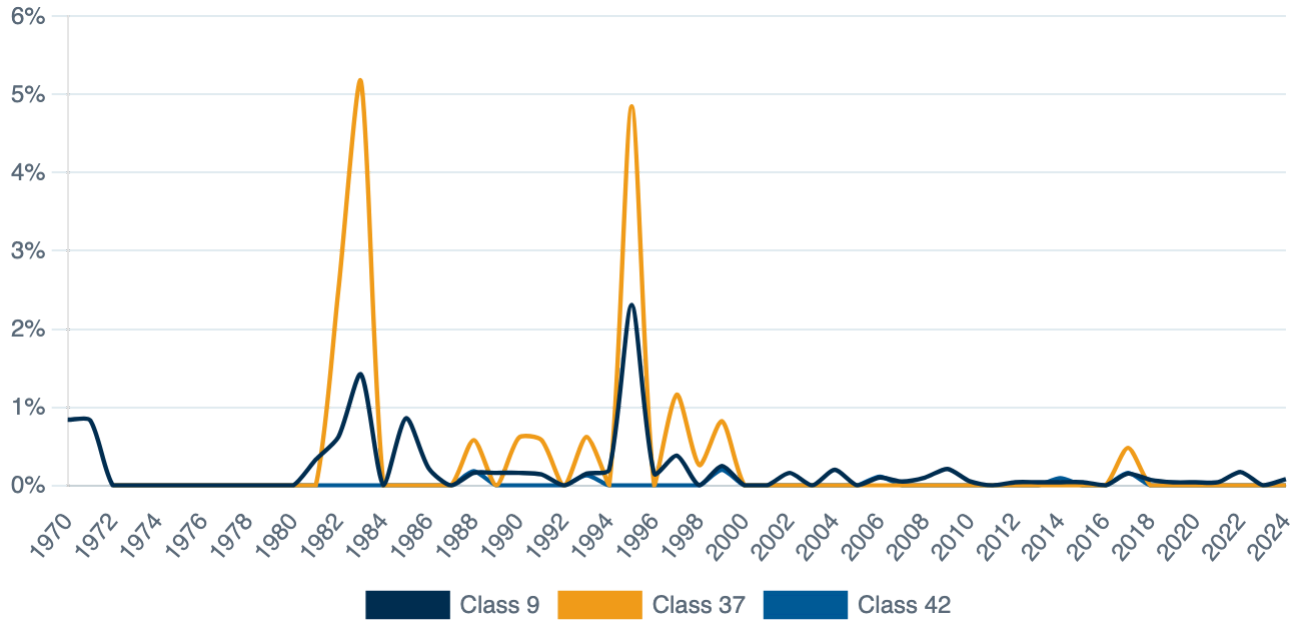


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Schneider Electric's classes

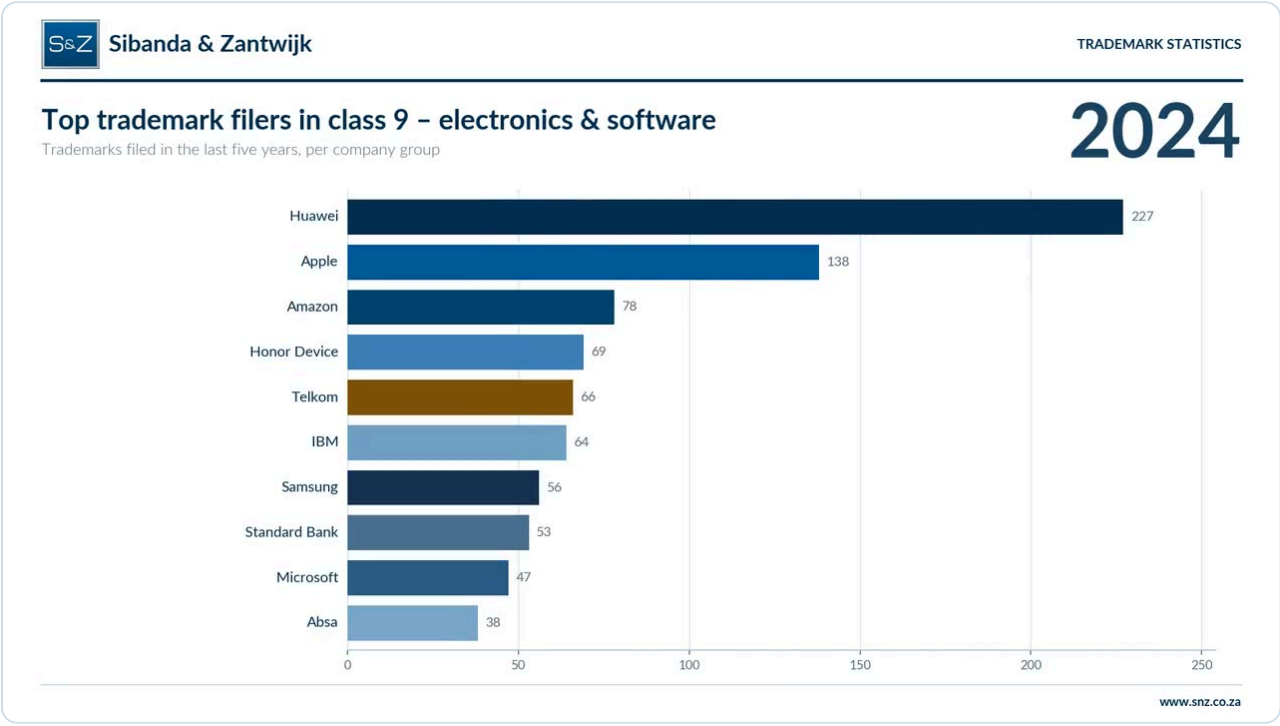
> Ranked by **number of trademarks filed in Schneider Electric's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Schneider Electric's market position, not who is most like it.

In the last five years, Schneider Electric was **#158** of 4,926 filers in class 9 (electronics & software), with 7 of 10,252 trademarks.



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

Top trademark filers in class 9 (electronics & software), South Africa 1975–2024: Schneider Electric

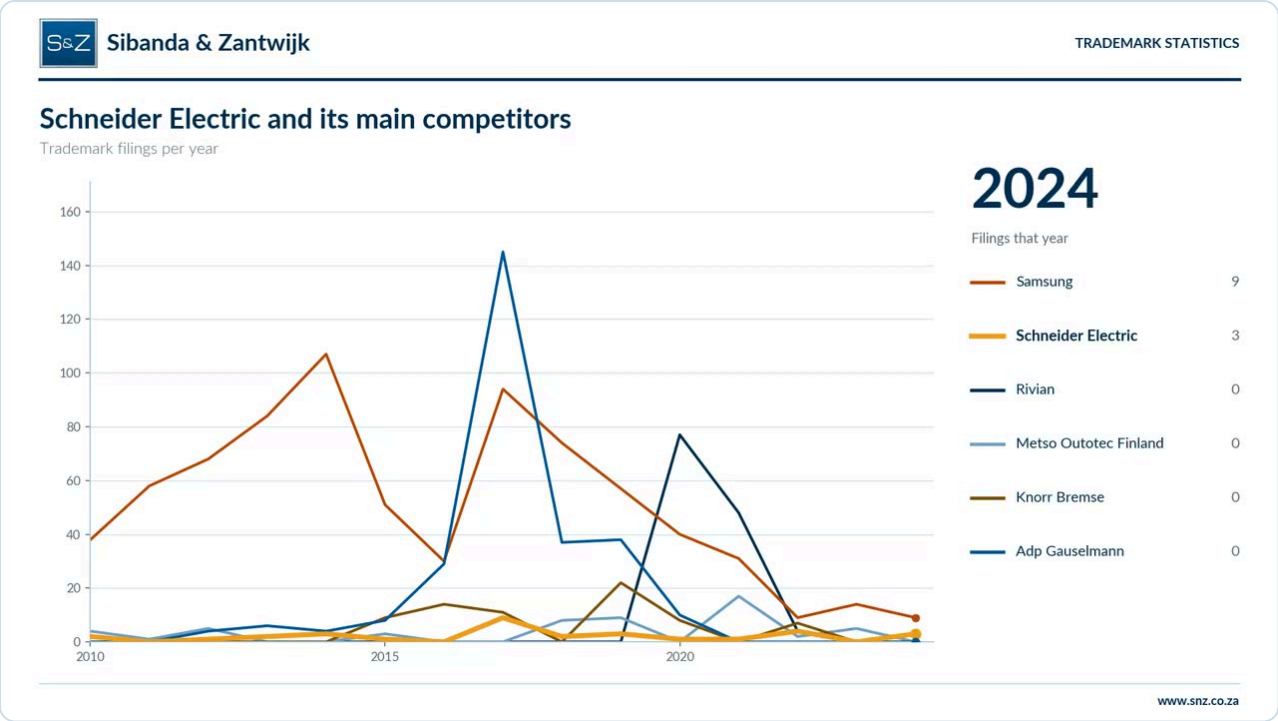


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/schneider-electric-south-african-trademarks/class-9-race-video.html

Main competitors – the companies most like Schneider Electric

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

Schneider Electric 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/schneider-electric-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Rivian	–	90%
2	Samsung	–	72%
3	Metso Outotec Finland	–	72%
4	Knorr Bremse	–	70%
5	Adp Gauselmann	–	69%
6	Hinterland	–	64%
7	Standard Bank	–	61%
8	Smd Technologies	–	60%
9	General Electric	–	60%
10	Microsoft	–	60%

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

Schneider Electric – relevant export countries

South Africa exported **US$19.2 billion** of the goods Schneider Electric's main classes cover in the last year – computer software; switches; cameras; electrical (class 9); ceiling lights; light bulbs; accent lights; heaters (class 11); machines; machine tools; vacuum cleaners (class 7); common metals and their alloys; small items of metal hardware; metal building materials (class 6); medical devices; suture materials; medical apparatus and instruments (class 10). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Schneider Electric's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	82	US$3.3 billion	-2%	National	US$2,388
2	United States of America	74	US$1.6 billion	+1%	National	US$3,425
3	United Kingdom	66	US$280 m	-2%	National	US$1,371
4	India	65	US$221 m	+7%	National	US$1,295
5	Türkiye	63	US$351 m	+2%	National	US$1,258
6	Canada	61	US$132 m	-2%	National	US$2,192
7	Indonesia	61	US$817 m	-0%	National	US$2,630
8	Mozambique	60	US$1.8 billion	+4%	ARIPO	US$450
9	China	59	US$1.5 billion	-10%	National	US$1,224
10	Australia	59	US$244 m	-0%	National	US$2,380

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Mozambique	60	US$1.8 billion	+4%	ARIPO	US$450 S&Z
2	Zimbabwe	56	US$907 m	+12%	ARIPO	US$450 S&Z
3	Morocco	55	US$24 m	+21%	National	US$1,408
4	Lesotho	55	US$243 m	+28%	National	US$326
5	Namibia	55	US$819 m	+14%	ARIPO	US$450 S&Z
6	OAPI (17 states)	54	US$362 m	+5%	National	US$1,563 S&Z
7	Nigeria	54	US$75 m	-10%	National	US$1,015 S&Z
8	Tanzania	53	US$227 m	+4%	ARIPO	US$450 S&Z
9	Malawi	53	US$118 m	+26%	ARIPO	US$450 S&Z
10	Egypt	52	US$32 m	-2%	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)
GROUPE SCHNEIDER	14	US$2,842	US$3,225
SCHNEIDER ELECTRIC	7	US$1,421	US$1,932
ECOSTRUXURE	3	US$609	US$1,194
POWERNET	5	US$1,015	US$1,563
SCHNEIDER	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 Schneider Electric's five most-filed brands: word marks of **other companies** (not Schneider Electric'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 GROUPE SCHNEIDER (classes 9, 11, 37, 39, 42; searched 2018-01-31 to 2026-11-08)

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

Similar to SCHNEIDER ELECTRIC (classes 6, 9, 11, 36, 37, 39, 42; searched 2018-02-28 to 2026-11-08)

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

Similar to ECOSTRUXURE (classes 9, 37, 42; searched 2018-02-28 to 2026-11-08)

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

Similar to POWERNET (classes 9, 16, 37, 41, 42; searched 2018-03-28 to 2026-11-08)

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

Similar to SCHNEIDER (classes 7, 9, 10, 11; 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

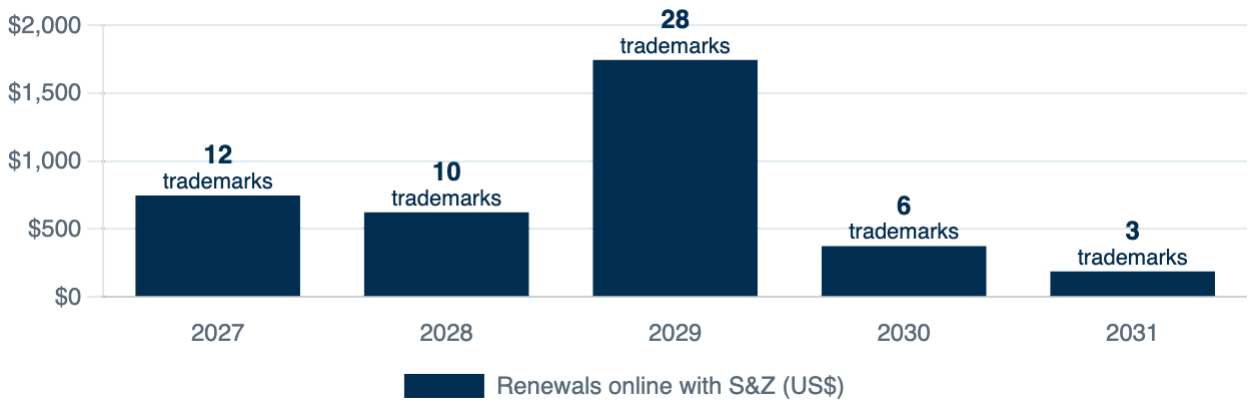
S&Z prices – South African trademarks

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$.

Schneider Electric's next five years of renewals

59 of Schneider Electric's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$3,675** over the five years.



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