Shatterprufe (Baker Street Trust) – South African trademarks

Updated 8 November 2026

The Baker Street Trust holds the Shatterprufe trademarks, part of the PG Group. Shatterprufe makes automotive and architectural safety glass in South Africa.

How Shatterprufe (Baker Street Trust) 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.

#66
largest trademark owner in South Africa (of 121,626)

814
trademarks filed

1
different logos published since 2020

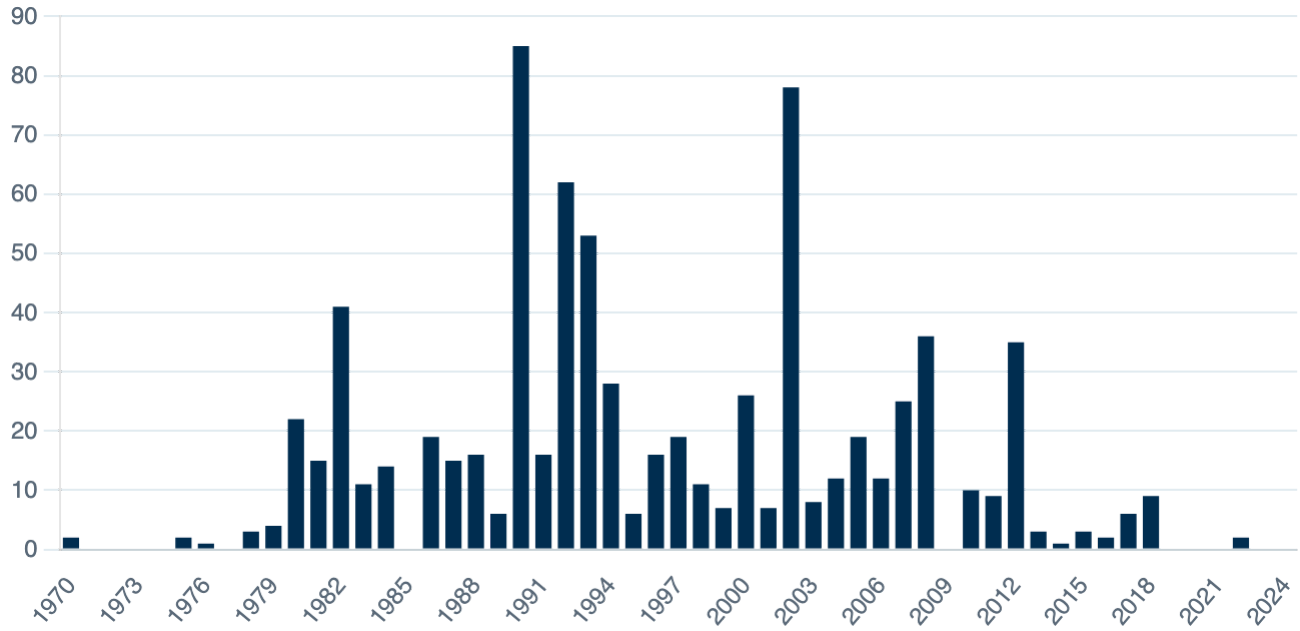
25
of 45 classes used

1936
first trademark filed

19
filed in the last 10 years

A portfolio built over time

Shatterprufe (Baker Street Trust) filed its first South African trademark in 1936 and has filed 814 since; its busiest year was 1990, 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

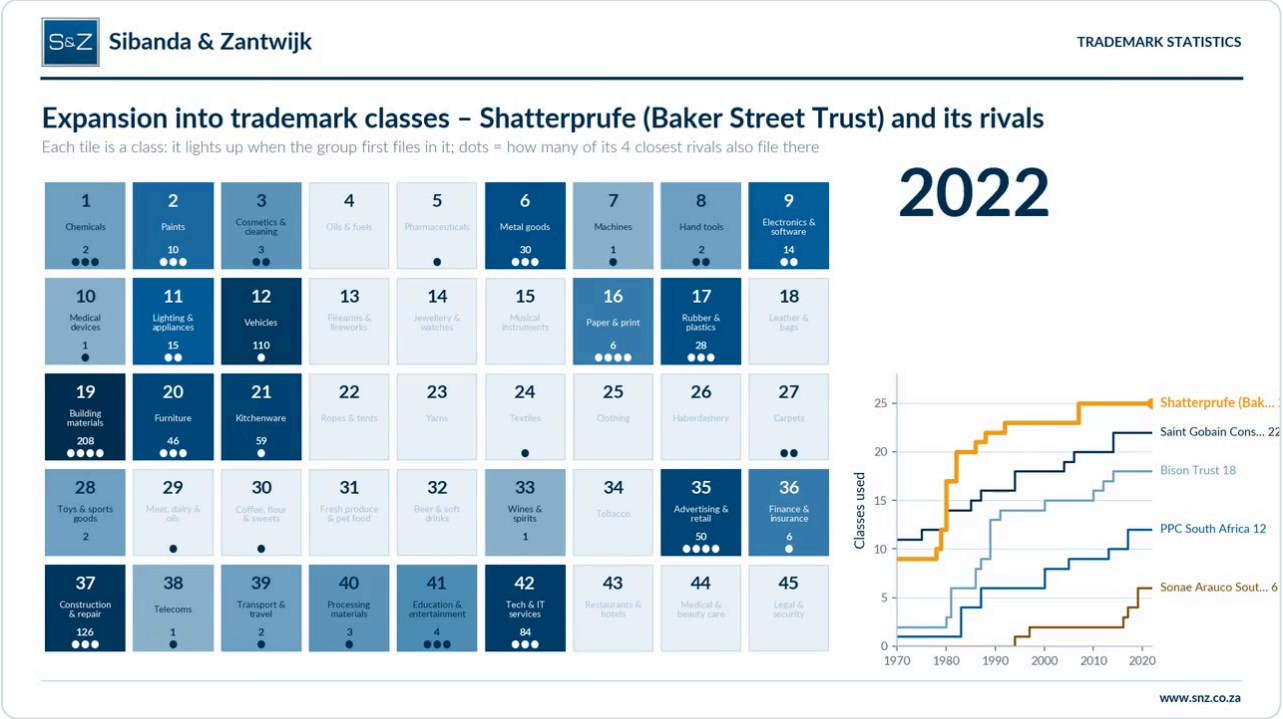
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Shatterprufe (Baker Street Trust)	810	1936–2022
Baker Street Tust	5	1986–2000
Baker Street Associates	3	1994–2001

Where Shatterprufe (Baker Street Trust) expanded its business

Trademark classes show what a business sells. Shatterprufe (Baker Street Trust)'s portfolio is concentrated in building materials (class 19), construction & repair (class 37), vehicles (class 12). Its most recent moves were into medical devices (2007), telecoms (2007), education & entertainment (1992).

Shatterprufe (Baker Street Trust) trademarks: expansion into trademark classes, 1970–2022



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/shatterprufe-baker-street-trust-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	208	25.6%	1936
37 Construction & repair	126	15.5%	1979
12 Vehicles	110	13.5%	1936
42 Tech & IT services	84	10.3%	1979
21 Kitchenware	59	7.2%	1936
35 Advertising & retail	50	6.1%	1980
20 Furniture	46	5.7%	1936
6 Metal goods	30	3.7%	1978

The brands Shatterprufe (Baker Street Trust) protects most

The word marks and logo names Shatterprufe (Baker Street Trust) has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	PG	48	19	1962–1998
2	SHATTERPRUFE	27	14	1942–2002
3	GSA	15	10	1990–2002
4	ARMOURPLATE	11	8	1936–2003
5	GLASS SA	9	9	1990–1990
6	PFG	9	9	1992–1992
7	PFG BUILDING GLASS	9	9	1993–1993
8	CRACKSQUAD	9	7	1987–2008
9	GIVE US A BREAK	9	7	1992–1994
10	PG GLASS	9	7	1994–2002
11	WIDNEY	9	4	1999–2008
12	FLEET GLASS	8	8	1992–1992
13	P F G	7	7	1993–1993
14	POLYFORM	7	7	1988–1988
15	SMARTSHIELD	7	7	2008–2018

Logos filed most often (since 2020)



1 filing · 1 class

Shatterprufe (Baker Street Trust)'s logos

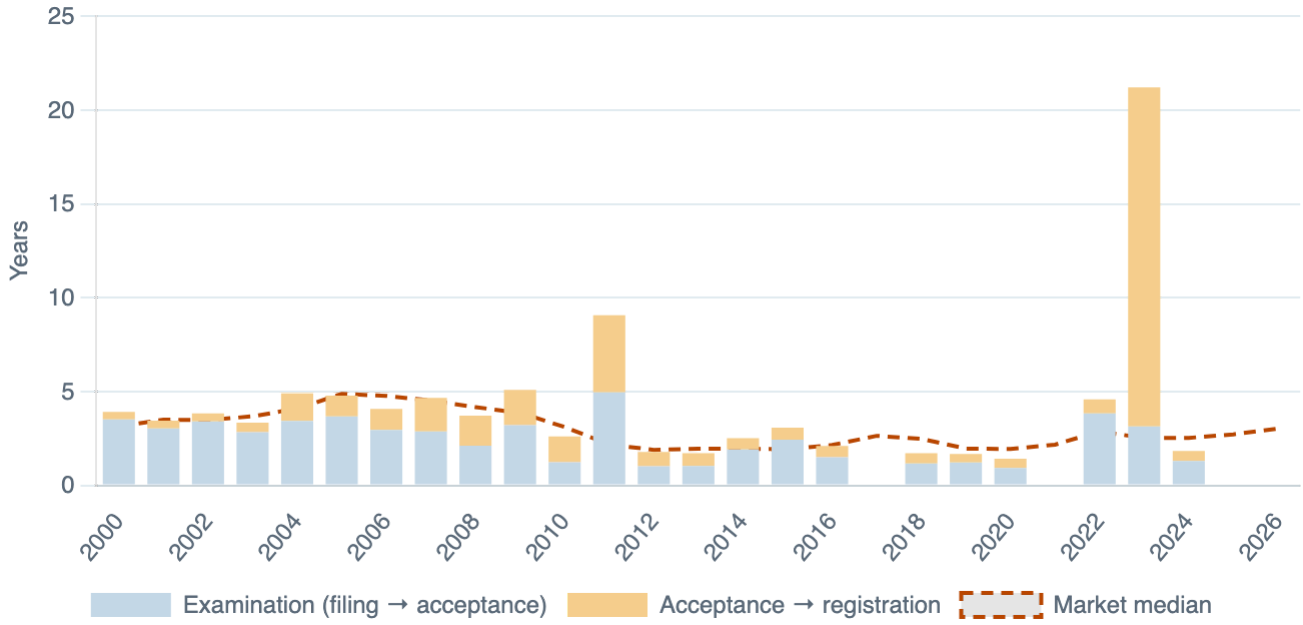
The 1 different logos Shatterprufe (Baker Street Trust) has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Shatterprufe (Baker Street Trust)'s marks took a median of **4.5 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 3.7 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

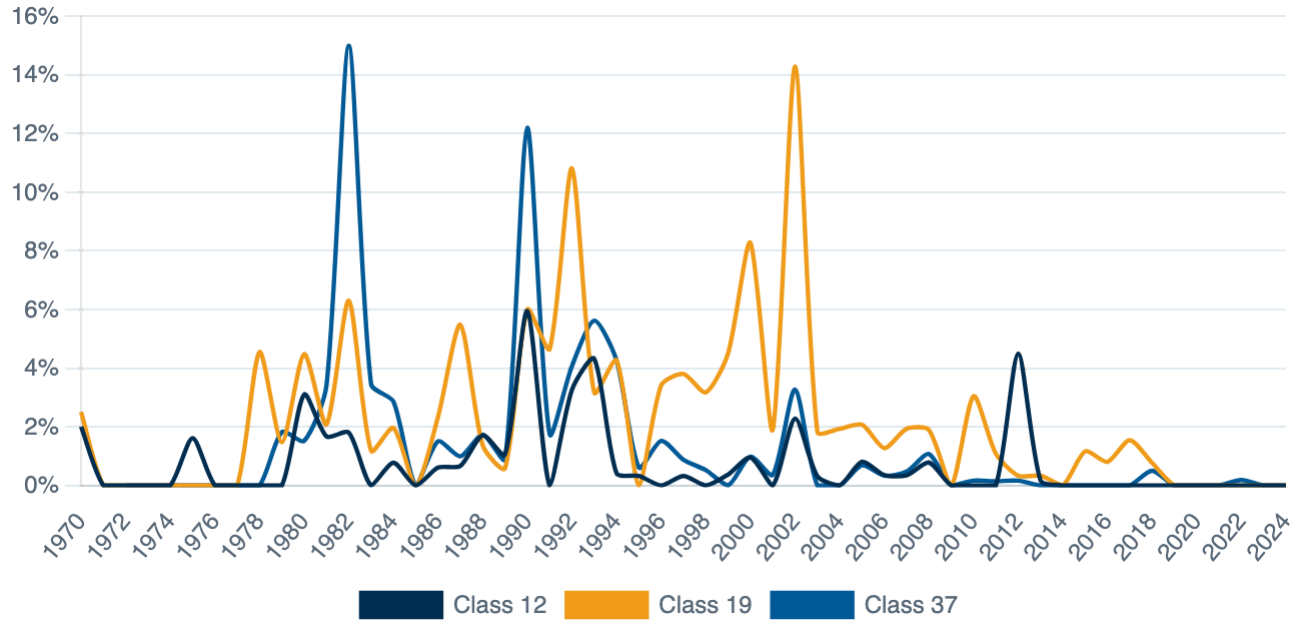


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Shatterprufe (Baker Street Trust)'s classes

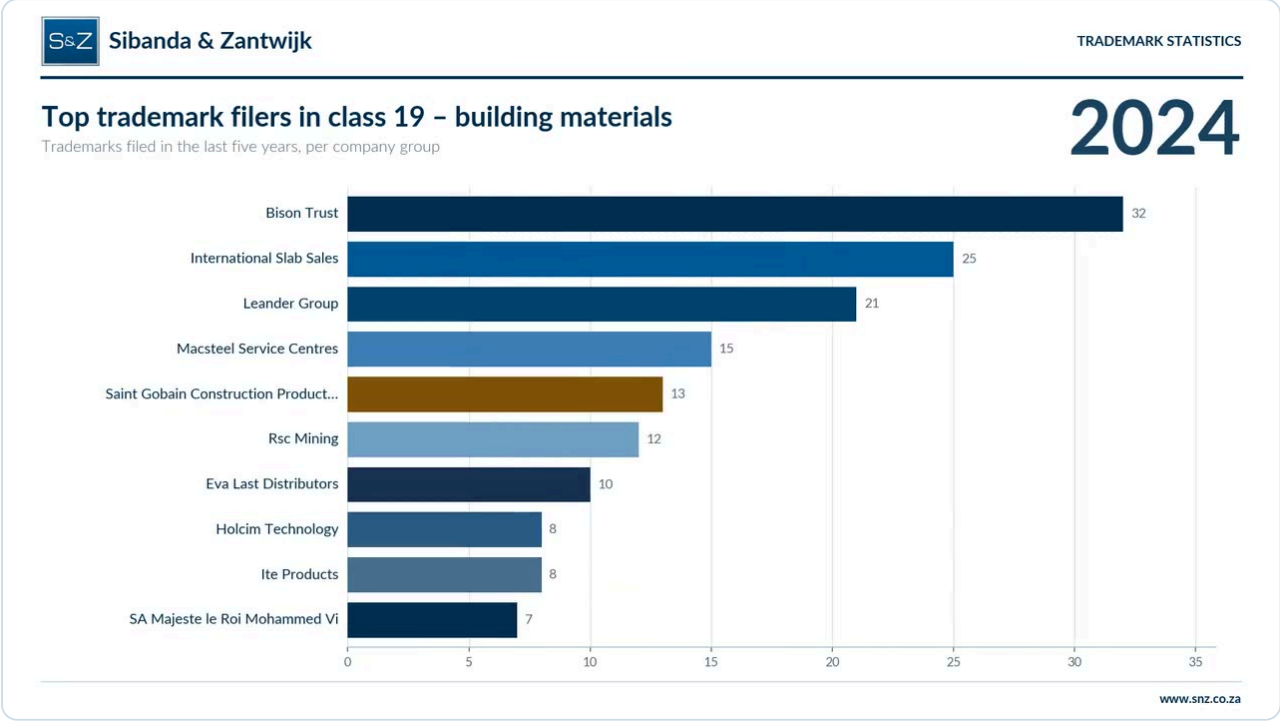
> Ranked by **number of trademarks filed in Shatterprufe (Baker Street Trust)'s main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Shatterprufe (Baker Street Trust)'s market position, not who is most like it.

In the last five years, Shatterprufe (Baker Street Trust) was **#482** of 1,255 filers in class 37 (construction & repair), with 1 of 2,181 trademarks.



Shatterprufe (Baker Street Trust)'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: Shatterprufe (Baker Street Trust)



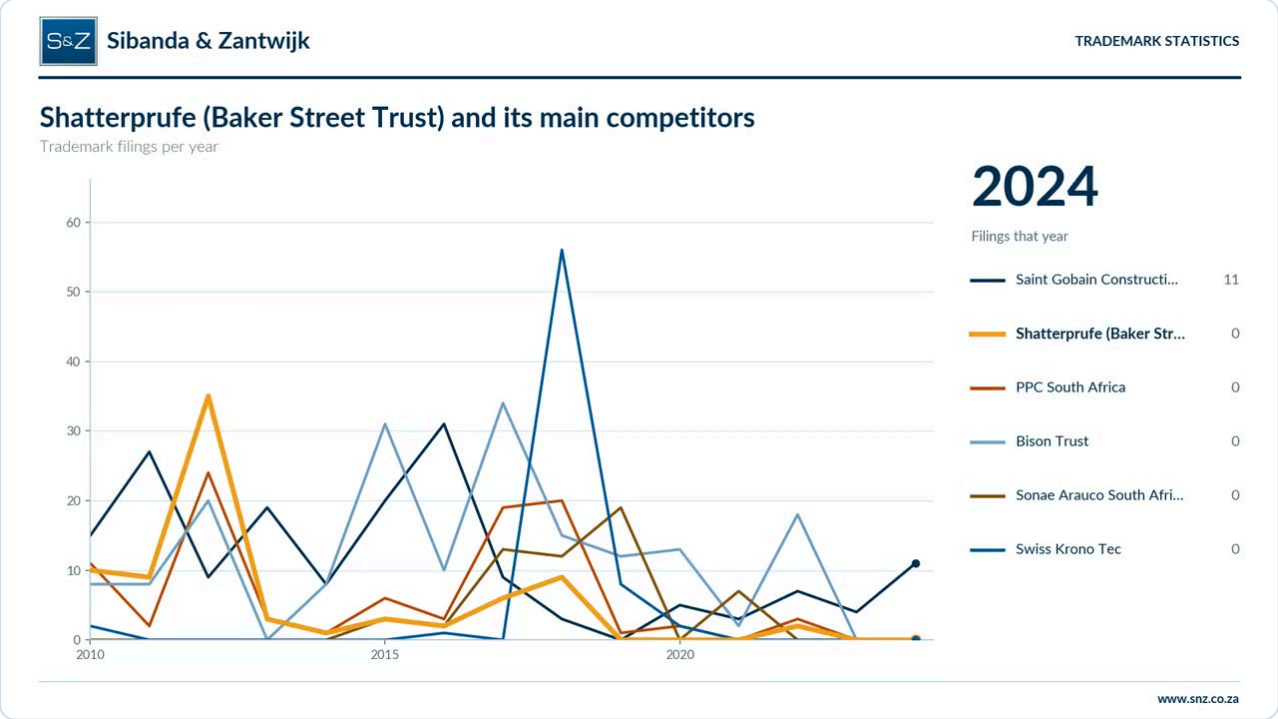
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/shatterprufe-baker-street-trust-south-african-trademarks/class-19-race-video.html

Main competitors – the companies most like Shatterprufe (Baker Street Trust)

> Ranked by **how similar their whole trademark portfolio is to Shatterprufe (Baker Street Trust)'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.

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

Shatterprufe (Baker Street Trust) 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/shatterprufe-baker-street-trust-south-african-trademarks/competitors-video.html

Trademark filings per year: Shatterprufe (Baker Street Trust) (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Saint Gobain Construction Products Sout...	Direct competitor	69%
2	PPC South Africa	Direct competitor	69%
3	PG Bison	Direct competitor	68%
4	Sonae Arauco South Africa	Direct competitor	68%
5	Swiss Krono Tec	Direct competitor	68%
6	Afrisam	Direct competitor	68%
7	Building	Direct competitor	34%
8	Paintsmiths	Related field	69%
9	Macsteel	Related field	62%
10	Rsc Mining	Related field	53%

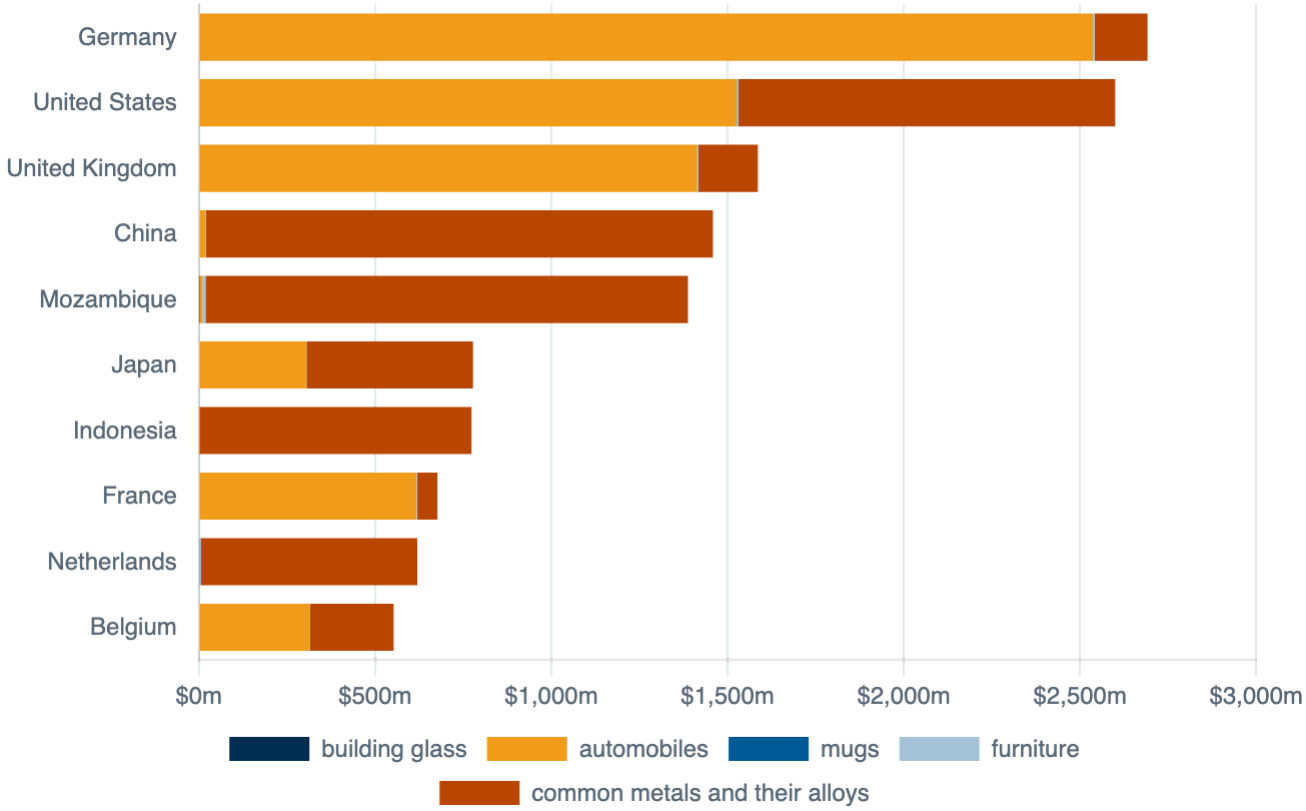
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Shatterprufe (Baker Street Trust) – relevant export countries

South Africa exported **US$20.8 billion** of the goods Shatterprufe (Baker Street Trust)'s main classes cover in the last year – building glass; building materials; doors; safety glass (class 19); automobiles; bicycles; tires (class 12); mugs; cups; drinking glasses (class 21); furniture; pillows; chairs (class 20); common metals and their alloys; small items of metal hardware; metal building materials (class 6). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Shatterprufe (Baker Street Trust)'s trademarks matter most.

Where South Africa exports Shatterprufe (Baker Street Trust)'s top goods

Shatterprufe (Baker Street Trust)'s trademarks most often cover building glass, automobiles, mugs, furniture and common metals and their alloys. 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 Shatterprufe (Baker Street Trust)'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	81	US$6.1 billion	-2%	National	US$2,388
2	United States of America	72	US$2.6 billion	+1%	National	US$3,425
3	United Kingdom	69	US$1.6 billion	+5%	National	US$1,371
4	Türkiye	61	US$312 m	+4%	National	US$1,258
5	Canada	59	US$132 m	-1%	National	US$2,192
6	Switzerland	58	US$162 m	-3%	National	US$1,660
7	Australia	58	US$226 m	+2%	National	US$2,380
8	Russian Federation	57	US$1.4 m	+24%	National	US$1,915
9	China	55	US$1.5 billion	-12%	National	US$1,224
10	Ukraine	55	US$32 m	+40%	National	US$1,375

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Egypt	53	US$97 m	+5%	National	US$2,278
2	Zimbabwe	53	US$419 m	+10%	ARIPO	US$450 S&Z
3	Tanzania	53	US$139 m	+6%	ARIPO	US$450 S&Z
4	Nigeria	53	US$15 m	-11%	National	US$1,015 S&Z
5	Malawi	52	US$76 m	+34%	ARIPO	US$450 S&Z
6	Mozambique	52	US$1.4 billion	-1%	ARIPO	US$450 S&Z
7	OAPI (17 states)	52	US$153 m	-3%	National	US$1,563 S&Z
8	Lesotho	52	US$141 m	+27%	National	US$326
9	Morocco	51	US$51 m	+15%	National	US$1,408
10	Namibia	51	US$381 m	+8%	ARIPO	US$450 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 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)
PG	19	US$3,857	US$4,149
SHATTERPRUFE	14	US$2,842	US$3,225
GSA	10	US$2,030	US$2,487
ARMOURPLATE	8	US$1,624	US$2,117
GLASS SA	9	US$1,827	US$2,302

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 Shatterprufe (Baker Street Trust)'s five most-filed brands: word marks of **other companies** (not Shatterprufe (Baker Street Trust)'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 SHATTERPRUFE (classes 12, 19, 21, 37, 42; searched 2025-02-26 to 2026-11-07)

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

Similar to GSA (classes 12, 19, 21, 37, 42; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to ARMOURPLATE (classes 6, 7, 12, 19, 20, 21, 35, 37; searched 2018-02-28 to 2026-11-07)

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

Similar to GLASS SA (classes 12, 19, 21, 37, 42; searched 2018-02-28 to 2026-11-07)

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

Similar to PFG (classes 12, 19, 21, 37, 42; searched 2021-04-28 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

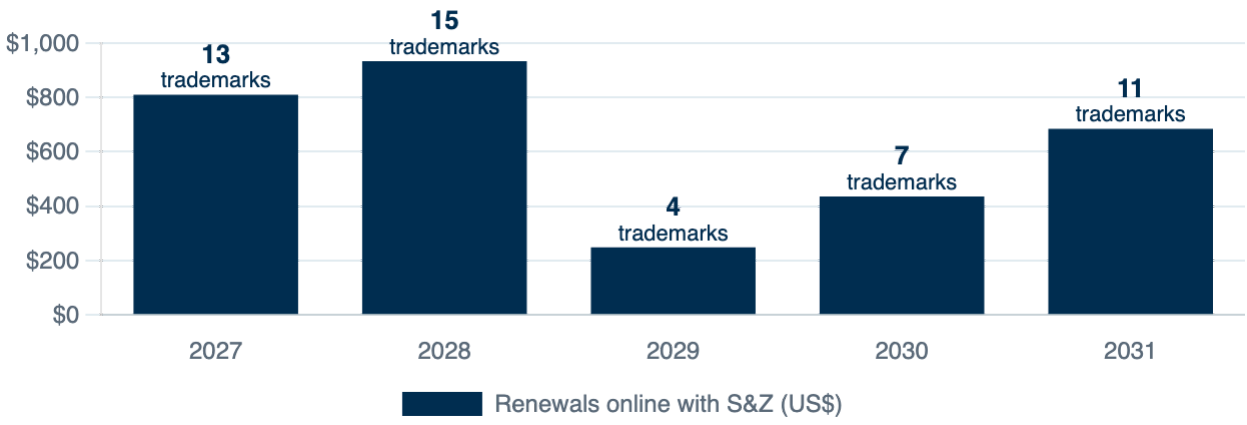
S&Z prices – South African trademarks

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$.

Shatterprufe (Baker Street Trust)'s next five years of renewals

50 of Shatterprufe (Baker Street Trust)'s registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$3,114** over the five years.



© 2026 Sibanda & Zantwijk · www.snz.co.za