Sumitomo Chemical – South African trademarks

Updated 8 November 2026

Sumitomo Chemical is a Japanese chemicals company. Its products include crop protection, petrochemicals, electronic materials and pharmaceuticals.

How Sumitomo Chemical 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.

#245
largest trademark owner in South Africa (of 121,626)

242
trademarks filed

3
different logos published since 2020

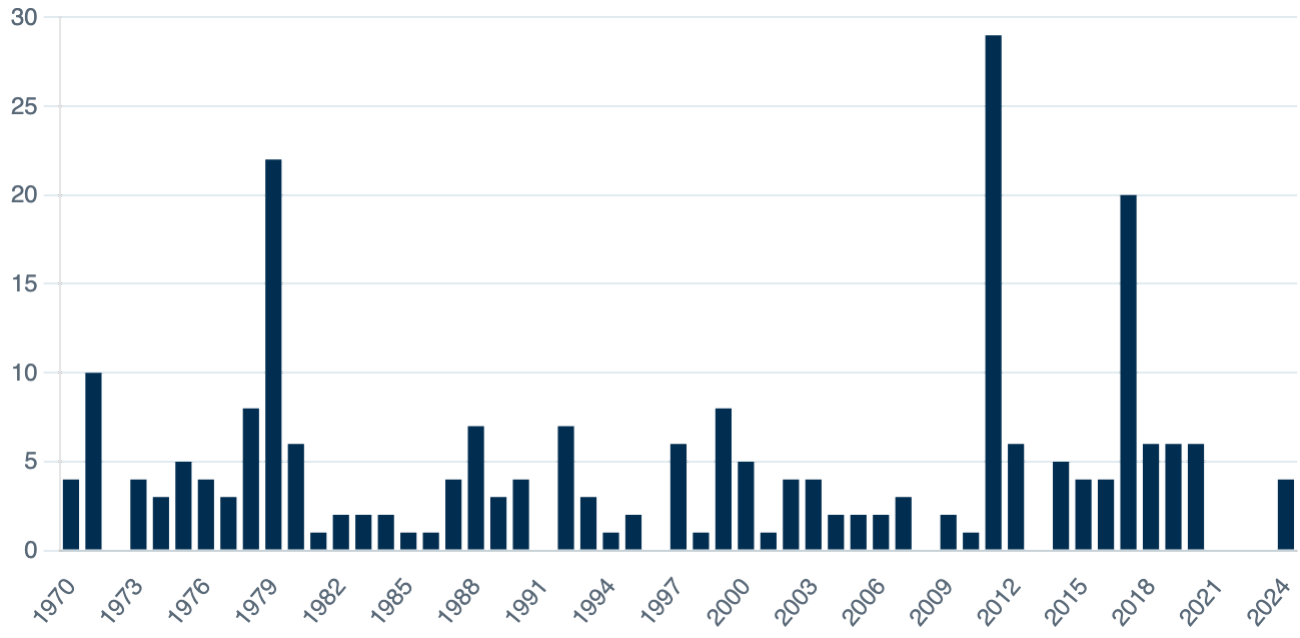
13
of 45 classes used

1963
first trademark filed

46
filed in the last 10 years

A portfolio built over time

Sumitomo Chemical filed its first South African trademark in 1963 and has filed 242 since; its busiest year was 2011, with 29 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

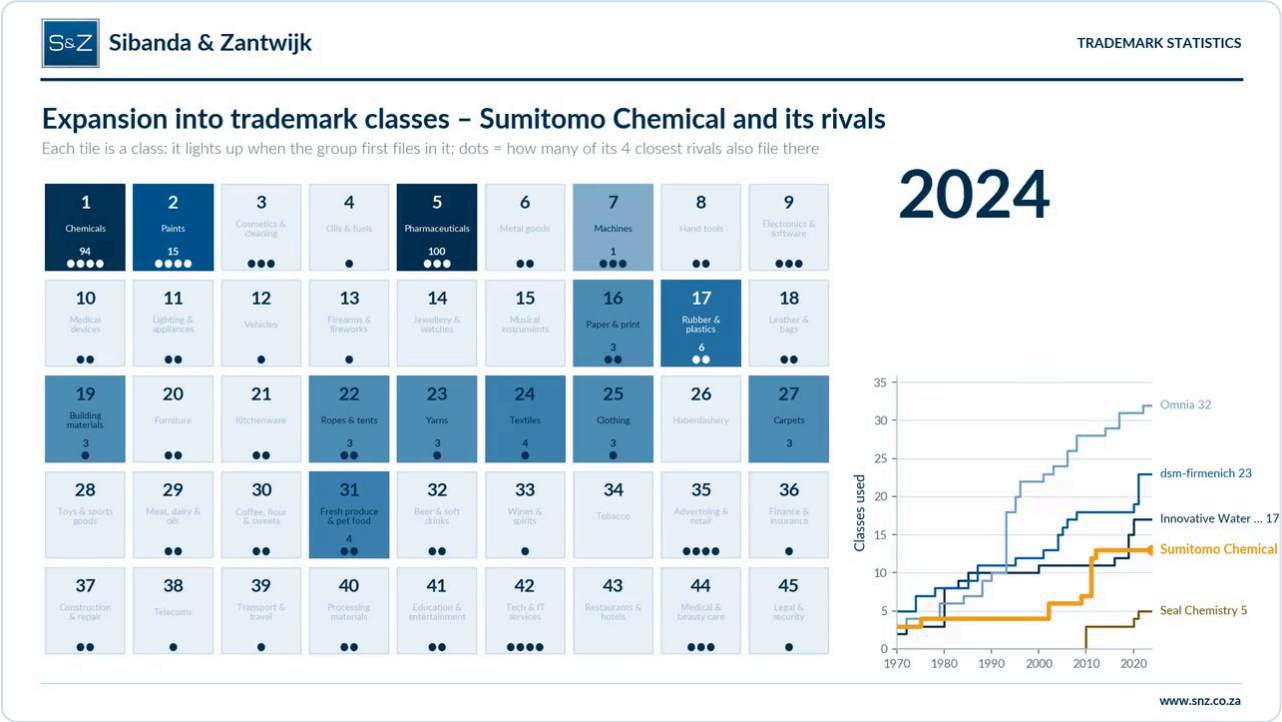
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Sumitomo Chemical	247	1963–2024
Sumitomo Chemical Takeda Agro	4	2000–2000
Sumitomo Chemical Agro Europe	1	1986–1986

Where Sumitomo Chemical expanded its business

Trademark classes show what a business sells. Sumitomo Chemical's portfolio is concentrated in pharmaceuticals (class 5), chemicals (class 1), paints (class 2). Its most recent moves were into machines (2012), paper & print (2011), building materials (2011).

Sumitomo Chemical trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/sumitomo-chemical-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
5 Pharmaceuticals	100	41.3%	1963
1 Chemicals	94	38.8%	1970
2 Paints	15	6.2%	1970
17 Rubber & plastics	6	2.5%	1975
24 Textiles	4	1.7%	2002
31 Fresh produce & pet food	4	1.7%	2009
16 Paper & print	3	1.2%	2011
19 Building materials	3	1.2%	2011

The brands Sumitomo Chemical protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	DREAM MAKER	9	9	2011–2011
2	SMASH	9	9	2011–2011
3	OLYSET	8	7	2002–2011
4	BIOWIN INTEGRATED SOLUTIONS	6	3	2017–2017
5	NIPSIT INSIDE	4	2	2019–2020
6	PHILAGRO	4	2	2014–2014
7	BIOWIN	3	3	2015–2015
8	OLYTEC	3	3	2011–2011
9	NEMESIS	3	2	1993–1994
10	SUMISCLEX	3	2	1971–1993
11	SUMITHION	3	2	1963–1976
12	ADEAL	2	2	1990–1990
13	AGRITHRIN	2	2	1982–1982
14	CHATEAU	2	2	2024–2024
15	DANITOL	2	2	1980–1980

Logos filed most often (since 2020)



8 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes

Sumitomo Chemical's logos

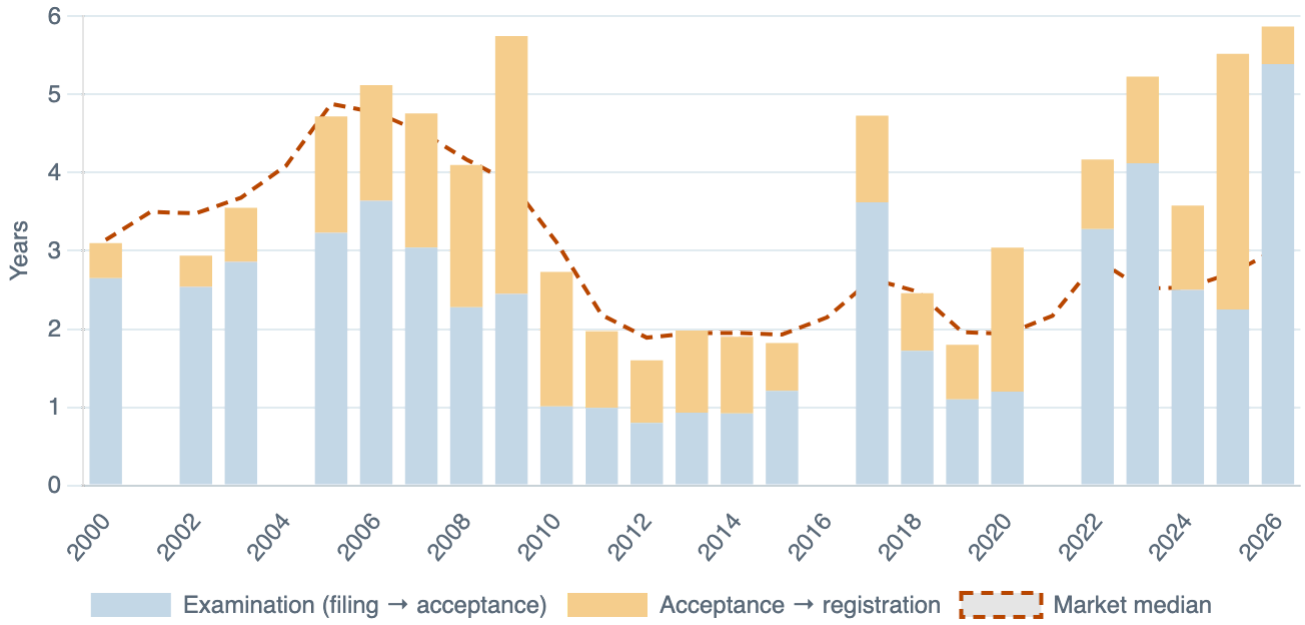
The 3 different logos Sumitomo Chemical has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

NipsIt-INSIDE	Rapidicil	SumiPy
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, Sumitomo Chemical'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: 2.7 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

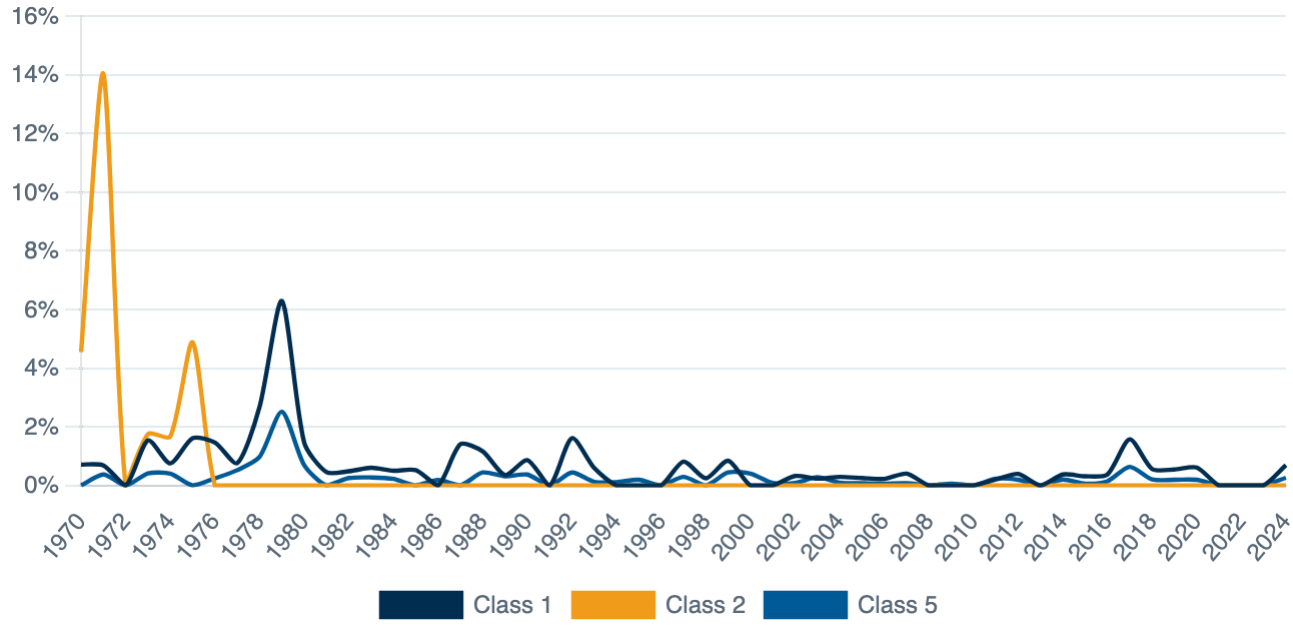


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Sumitomo Chemical's classes

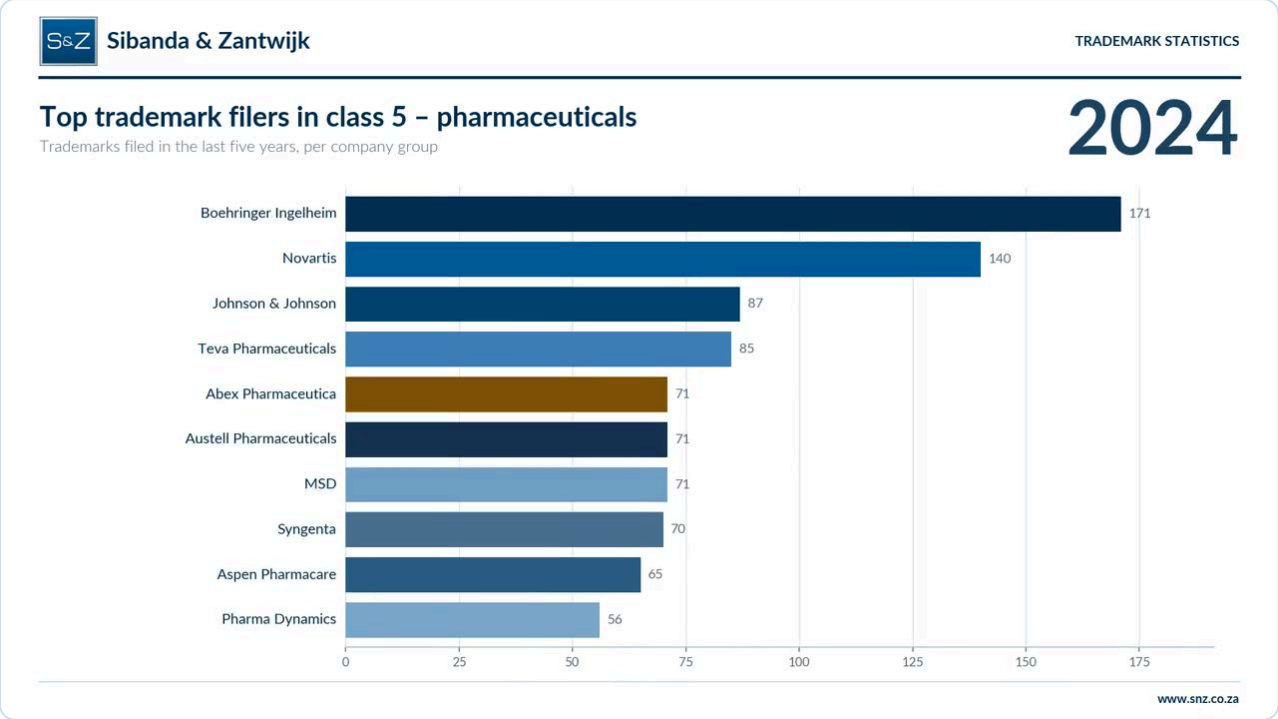
> Ranked by **number of trademarks filed in Sumitomo Chemical's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Sumitomo Chemical's market position, not who is most like it.

In the last five years, Sumitomo Chemical was **#217** of 2,050 filers in class 5 (pharmaceuticals), with 5 of 6,111 trademarks; **#59** of 947 filers in class 1 (chemicals), with 5 of 2,054 trademarks.



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

Top trademark filers in class 5 (pharmaceuticals), South Africa 1975–2024: Sumitomo Chemical



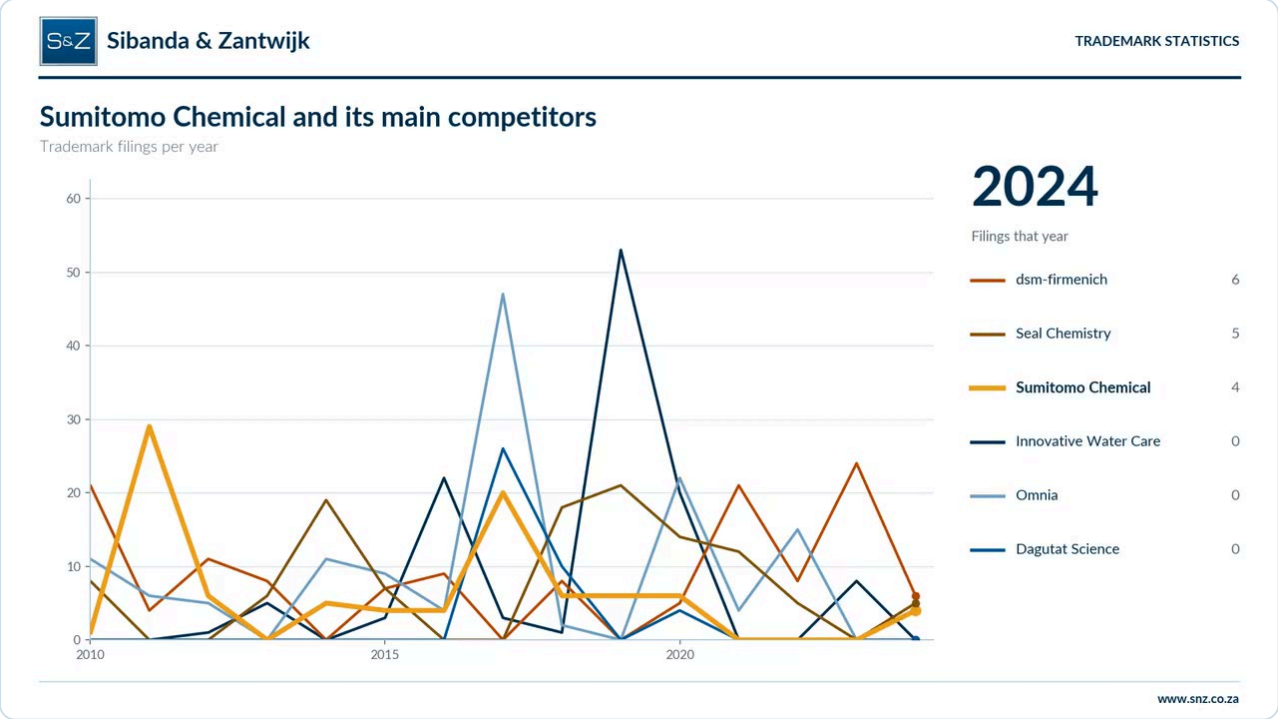
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/sumitomo-chemical-south-african-trademarks/class-5-race-video.html

Main competitors – the companies most like Sumitomo Chemical

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

Sumitomo Chemical's closest competitors in South Africa are Innovative Water Care, dsm-firmenich, Omnia and Seal Chemistry.

Sumitomo Chemical 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/sumitomo-chemical-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Innovative Water Care	Direct competitor	100%
2	dsm-firmenich	Direct competitor	100%
3	Omnia	Direct competitor	91%
4	Seal Chemistry	Direct competitor	87%
5	Dagutat Science	Direct competitor	70%
6	BASF	Direct competitor	70%
7	Arysta LifeScience	Direct competitor	70%
8	UPL	Direct competitor	70%
9	AECI	Direct competitor	70%
10	Meso Scale Diagnostics	Other field	100%

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

Sumitomo Chemical – relevant export countries

South Africa exported **US$1.8 billion** of the goods Sumitomo Chemical's main classes cover in the last year – pharmaceutical preparations; dietary supplements; nutritional supplements (class 5); chemical preparations; agricultural (class 1); paints; varnishes; oil paints (class 2); gutta-percha; asbestos; tapes (class 17); blankets; bed linen; curtains (class 24). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Sumitomo Chemical's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	81	US$194 m	-1%	National	US$2,388
2	United States of America	71	US$67 m	-3%	National	US$3,425
3	Australia	58	US$47 m	-11%	National	US$2,380
4	Namibia	57	US$185 m	+21%	ARIPO	US$450
5	Canada	57	US$5.8 m	-5%	National	US$2,192
6	Mexico	57	US$9.3 m	+4%	National	US$3,050
7	Türkiye	56	US$19 m	-0%	National	US$1,258
8	Zimbabwe	56	US$159 m	+14%	ARIPO	US$450
9	Japan	56	US$4.6 m	-8%	National	US$1,774
10	China	55	US$52 m	+0%	National	US$1,224

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	57	US$185 m	+21%	ARIPO	US$450 S&Z
2	Zimbabwe	56	US$159 m	+14%	ARIPO	US$450 S&Z
3	Nigeria	52	US$37 m	-14%	National	US$1,015 S&Z
4	OAPI (17 states)	52	US$24 m	+3%	National	US$1,563 S&Z
5	Botswana	51	US$153 m	-3%	ARIPO	US$450 S&Z
6	Mozambique	50	US$97 m	+1%	ARIPO	US$450 S&Z
7	Egypt	50	US$3.4 m	+2%	National	US$2,278
8	Malawi	48	US$37 m	+15%	ARIPO	US$450 S&Z
9	Morocco	47	US$923 k	+12%	National	US$1,408
10	Zambia	47	US$141 m	-0%	National	US$2,610

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)
DREAM MAKER	9	US$1,827	US$2,302
SMASH	9	US$1,827	US$2,302
OLYSET	7	US$1,421	US$1,932
BIOWIN INTEGRATED SOLUTIONS	3	US$609	US$1,194
NIPSIT INSIDE	2	US$406	US$1,009

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 Sumitomo Chemical's five most-filed brands: word marks of **other companies** (not Sumitomo Chemical'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 DREAM MAKER (classes 5, 17; searched 2018-01-31 to 2026-11-08)

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

Similar to SMASH (classes 5, 17; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to OLYSET (classes 16, 17, 19, 22, 23, 24, 25; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to BIOWIN INTEGRATED SOLUTIONS (classes 1, 5, 31; searched 2018-04-25 to 2026-11-08)

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

Similar to NIPSIT INSIDE (classes 1, 5; searched 2018-04-25 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

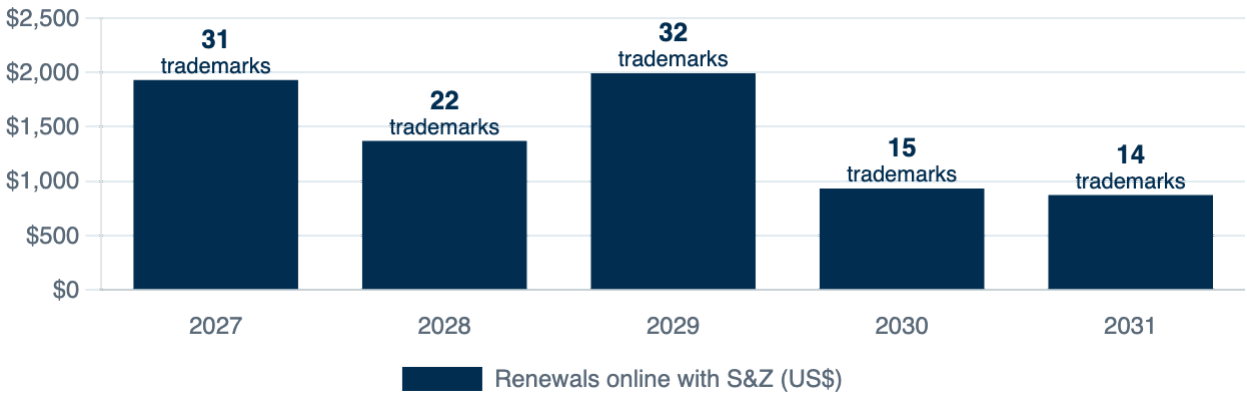
S&Z prices – South African trademarks

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$.

Sumitomo Chemical's next five years of renewals

114 of Sumitomo Chemical's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$7,100** over the five years.



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