Tapestry Home Brands – South African trademarks

Updated 8 November 2026

Tapestry Home Brands is a South African furniture and bedding retailer. Its chains include Coricraft, Dial-a-Bed, Volpes and The Mattress Factory.

How Tapestry Home Brands 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.

#343
largest trademark owner in South Africa (of 121,626)

171
trademarks filed

4
different logos published since 2020

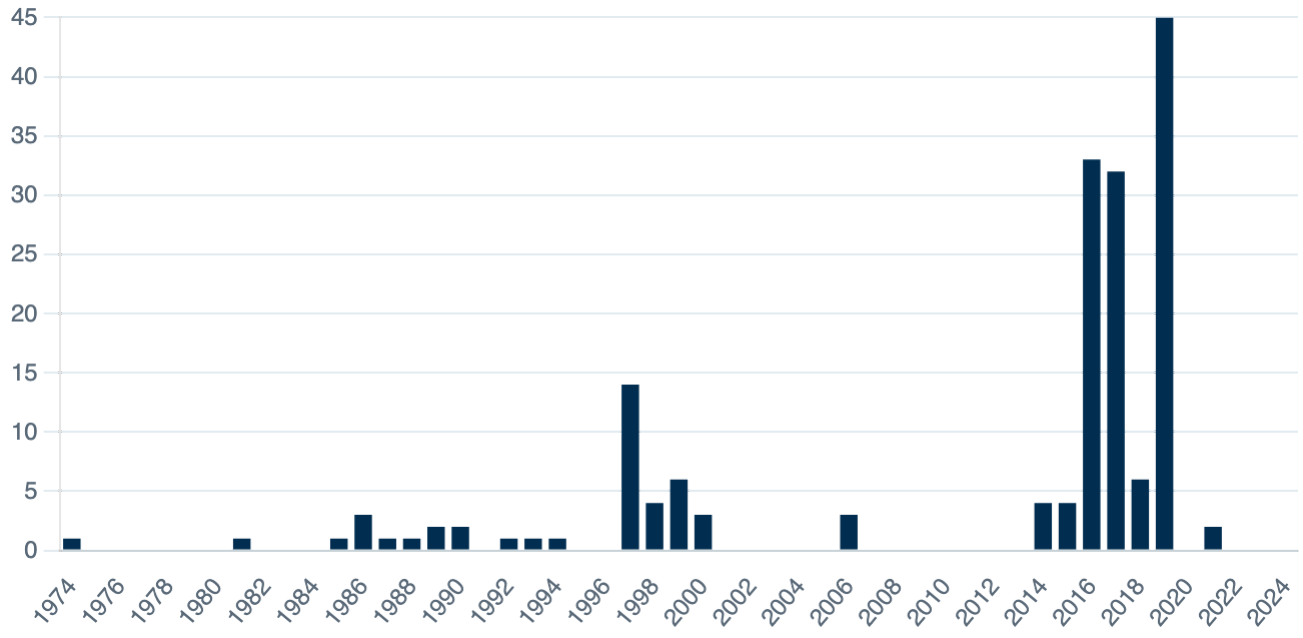
16
of 45 classes used

1974
first trademark filed

118
filed in the last 10 years

A portfolio built over time

Tapestry Home Brands filed its first South African trademark in 1974 and has filed 171 since; its busiest year was 2019, with 45 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

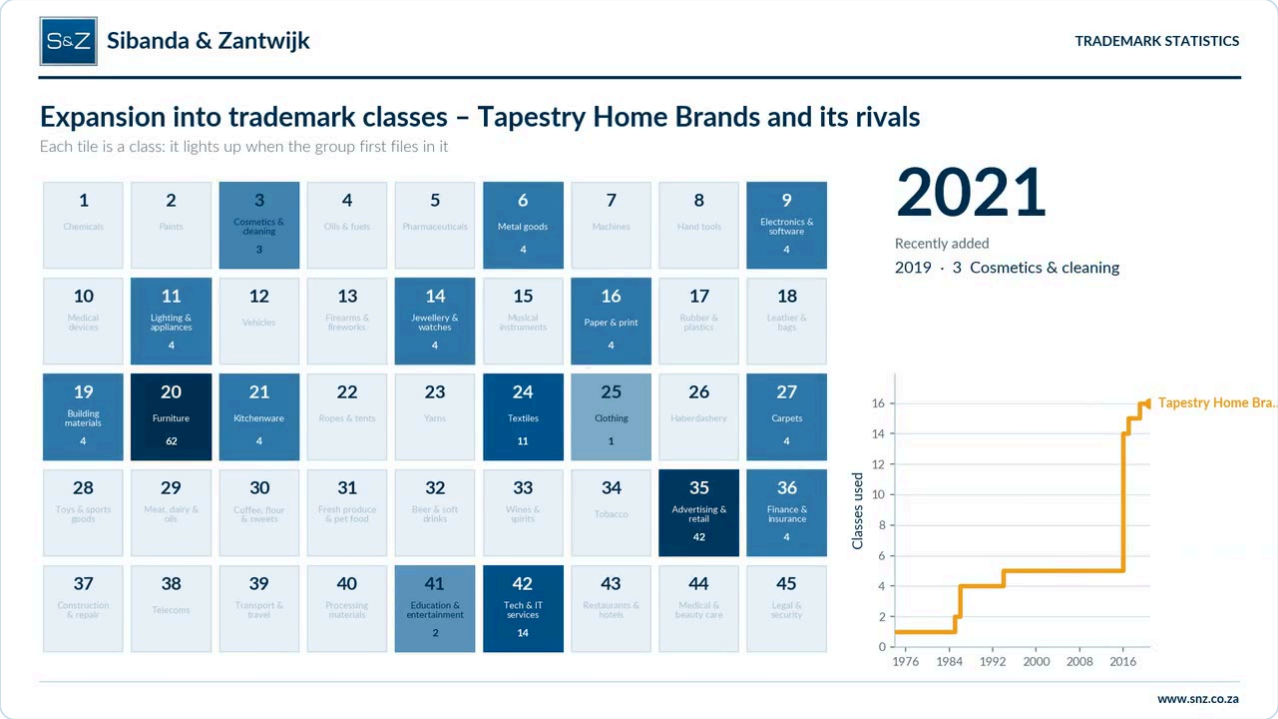
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Tapestry Home Brands	242	1974–2021
Coricraft Group	72	1997–2019

Where Tapestry Home Brands expanded its business

Trademark classes show what a business sells. Tapestry Home Brands' portfolio is concentrated in furniture (class 20), advertising & retail (class 35), tech & it services (class 42). Its most recent moves were into cosmetics & cleaning (2019), education & entertainment (2017), metal goods (2016).

Tapestry Home Brands trademarks: expansion into trademark classes, 1970–2021



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/tapestry-home-brands-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
20 Furniture	62	36.3%	1974
35 Advertising & retail	42	24.6%	1986
42 Tech & IT services	14	8.2%	1986
24 Textiles	11	6.4%	1985
6 Metal goods	4	2.3%	2016
9 Electronics & software	4	2.3%	2016
11 Lighting & appliances	4	2.3%	2016
14 Jewellery & watches	4	2.3%	2016

The brands Tapestry Home Brands protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	TAPESTRY HOME BRANDS	38	14	2019–2019
2	CORICRAFT	16	12	2006–2016
3	VOLPES	6	3	1999–2017
4	BIGGIE BEST	4	3	1985–2021
5	AS A MATTER OF FACTORY WE DO COST LESS	4	2	2017–2017
6	BROWSE.CLICK.SLEEP.	4	2	2017–2017
7	BEDUCATION	3	3	2014–2017
8	HOUSE OF BEDS (THE)	3	3	2000–2000
9	MATTRESS 101	3	3	2017–2017
10	MATTRESS HYPER	3	3	1999–1999
11	SLEEP FOR LIFE	3	3	2018–2018
12	DIAL.A.BED	3	2	1990–2016
13	FORTY WINKS	3	2	1974–1988
14	WETHERLYS	3	2	1997–1997
15	100 NIGHT COMFORT EXCHANGE	2	2	2016–2016

Logos filed most often (since 2020)



28 filings · 14 classes



3 filings · 3 classes



2 filings · 2 classes



1 filing · 1 class

Tapestry Home Brands' logos

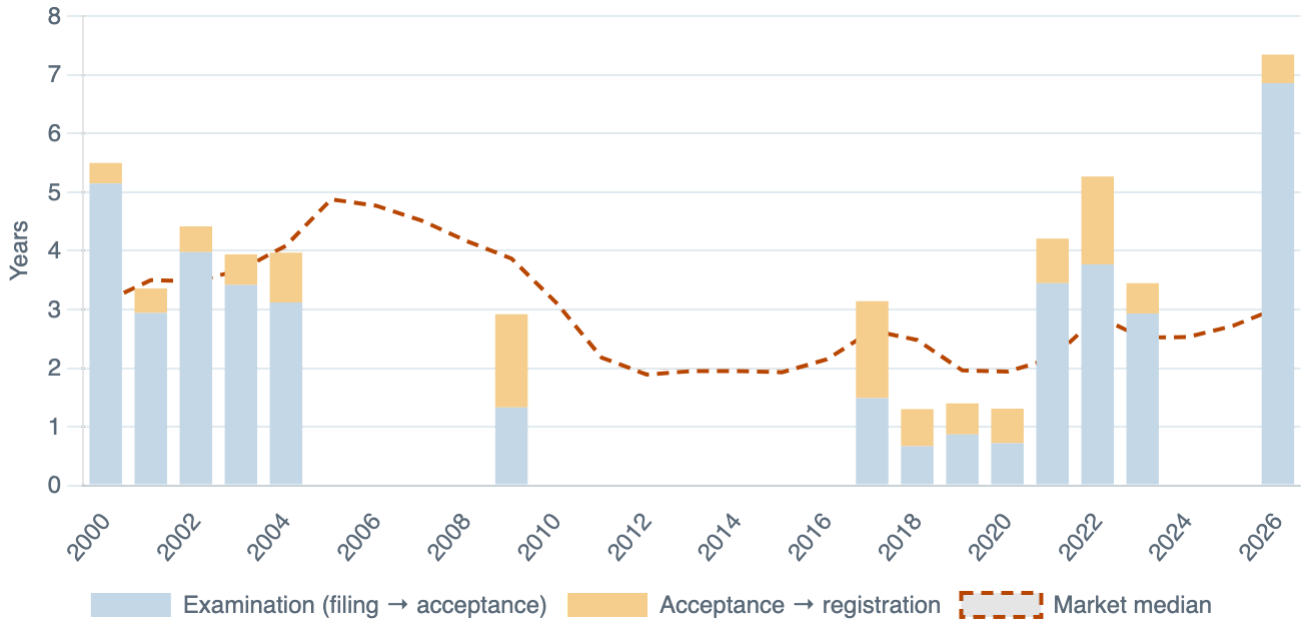
The 4 different logos Tapestry Home Brands has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

14 classes	3 classes	2 classes	1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Tapestry Home Brands' marks took a median of **6.1 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 4.1 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance. In 2026 the median jumped to 7.4 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.

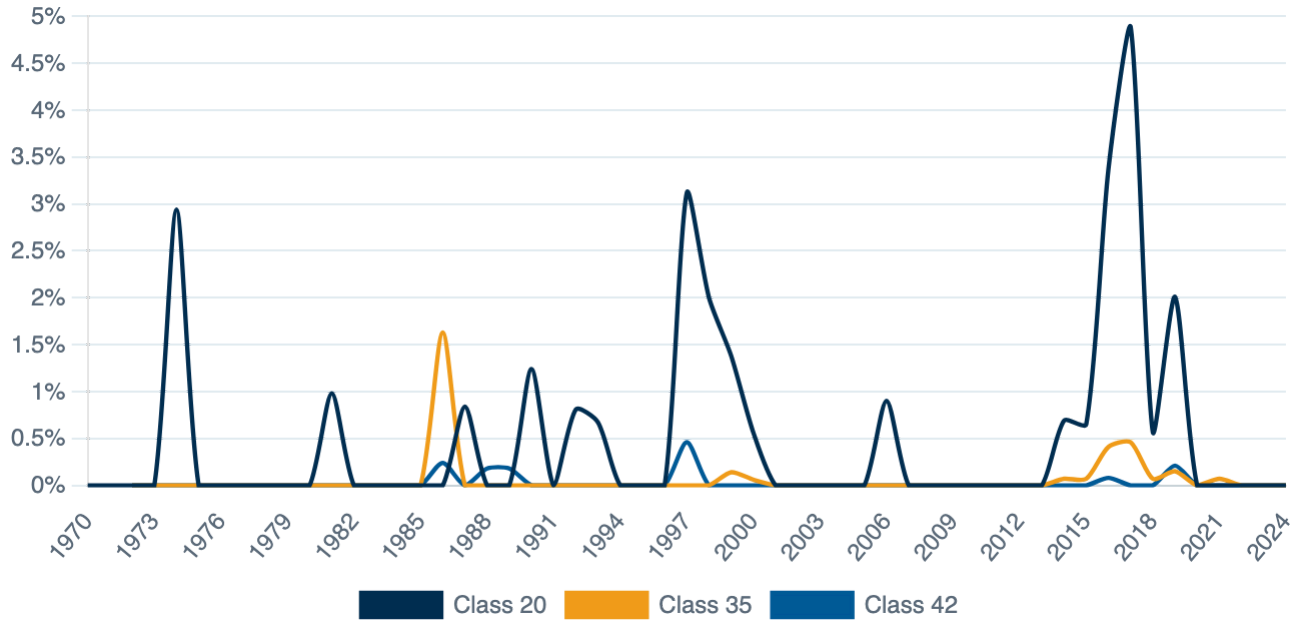


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Tapestry Home Brands' classes

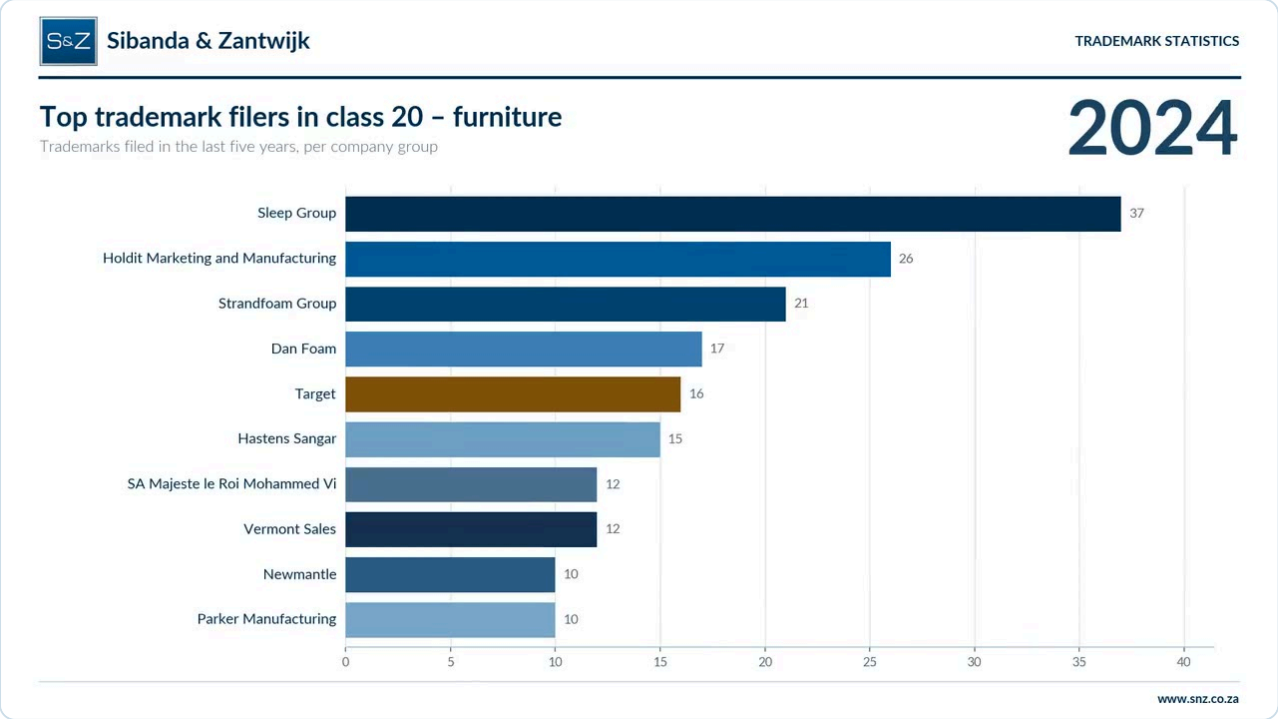
> Ranked by **number of trademarks filed in Tapestry Home Brands' main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Tapestry Home Brands' market position, not who is most like it.

In the last five years, Tapestry Home Brands was **#1353** of 5,866 filers in class 35 (advertising & retail), with 2 of 11,124 trademarks.



Tapestry Home Brands' share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 20 (furniture), South Africa 1975–2024: Tapestry Home Brands

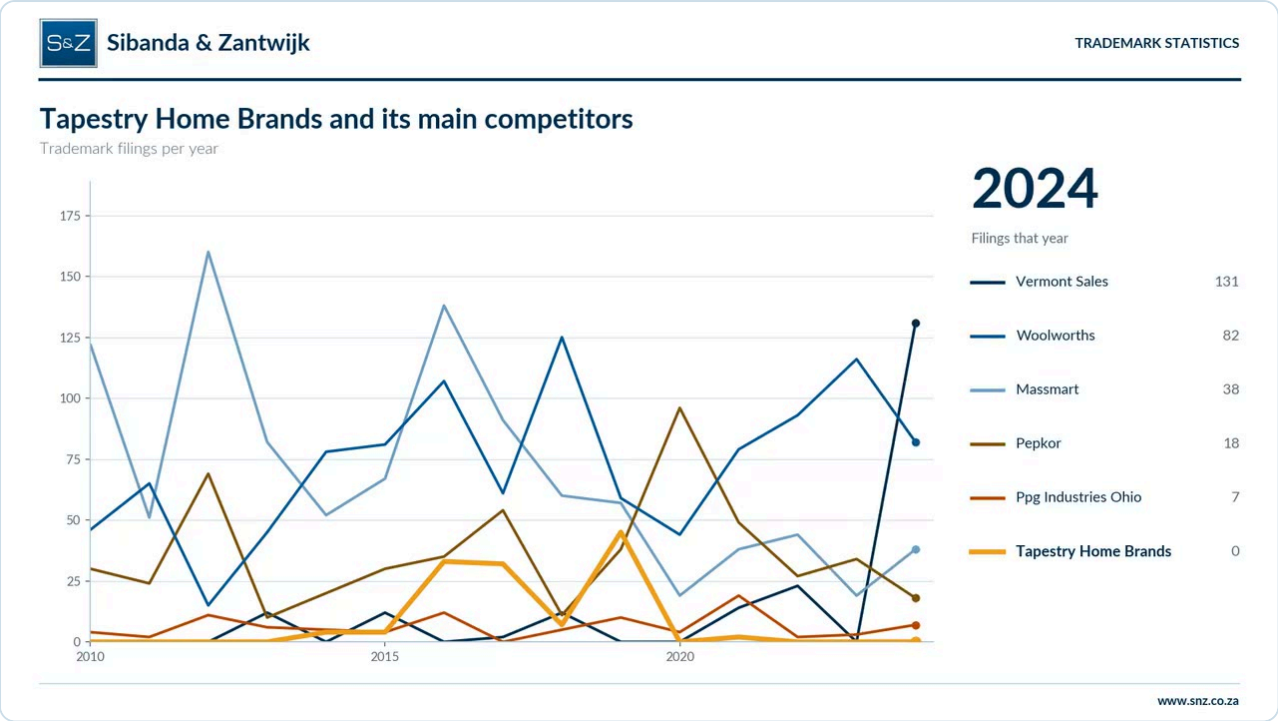


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/tapestry-home-brands-south-african-trademarks/class-20-race-video.html

Main competitors – the companies most like Tapestry Home Brands

> Ranked by **how similar their whole trademark portfolio is to Tapestry Home Brands'** – 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.

Tapestry Home Brands 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/tapestry-home-brands-south-african-trademarks/competitors-video.html

Trademark filings per year: Tapestry Home Brands (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Vermont Sales	Supplier / brand owner	71%
2	Ppg Industries Ohio	Supplier / brand owner	64%
3	Massmart	Other field	68%
4	Pepkor	Other field	67%
5	Woolworths	Other field	64%
6	Takealot Online	Other field	61%
7	Target	Other field	60%
8	Strandfoam Group	–	86%
9	Sleep Group	–	85%
10	Bravo Group Manufacturing	–	79%

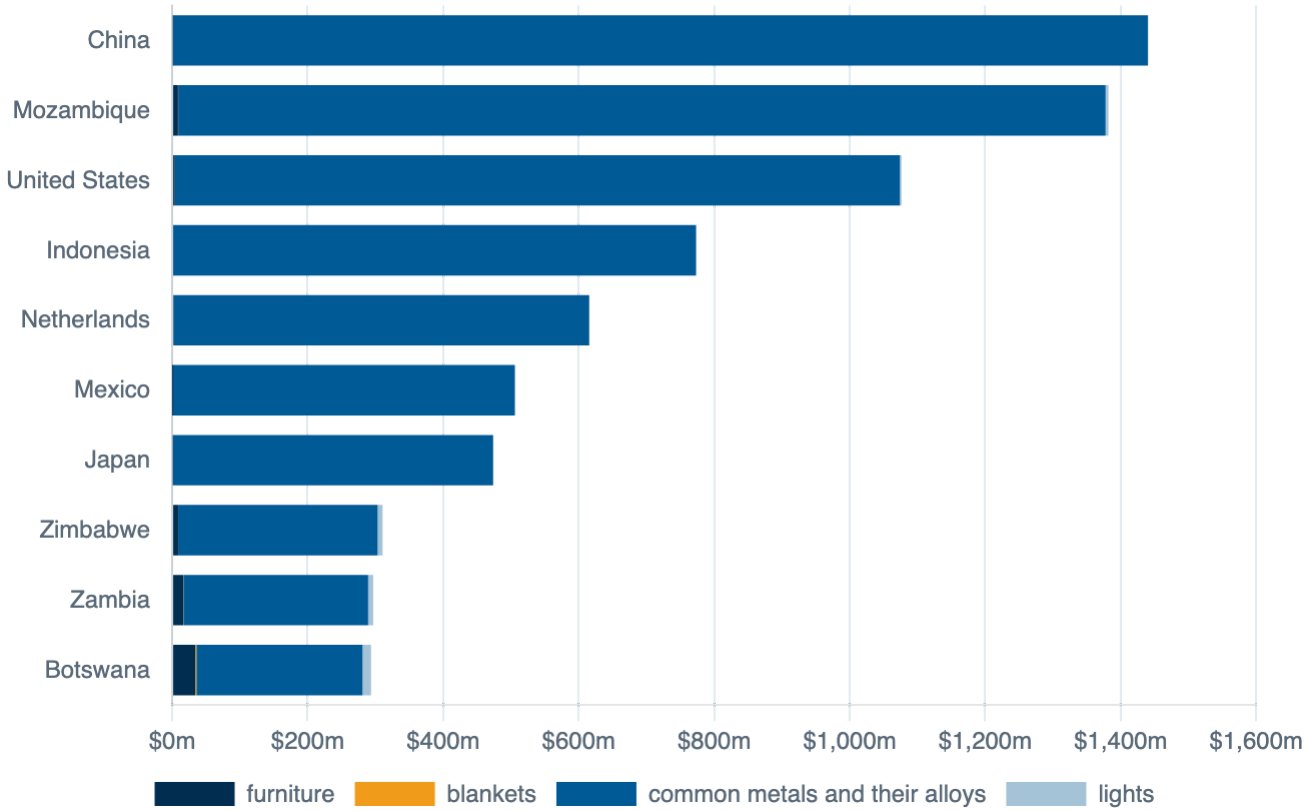
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Tapestry Home Brands – relevant export countries

South Africa exported **US$12.0 billion** of the goods Tapestry Home Brands' main classes cover in the last year – furniture; mattresses; beds; mirrors (class 20); blankets; bed linen; curtains; textiles (class 24); common metals and their alloys; small items of metal hardware; metal building materials; fittings of metal (class 6); computer software; computers; covers; downloadable (class 9); lights; lamps; lanterns; lamp shades (class 11). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Tapestry Home Brands' trademarks matter most.

Where South Africa exports Tapestry Home Brands' top goods

Tapestry Home Brands' trademarks most often cover furniture, blankets, common metals and their alloys and lights. South Africa's ten largest export markets for these goods took **63%** 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 Tapestry Home Brands' 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	82	US$2.0 billion	-6%	National	US$2,388
2	United States of America	75	US$1.1 billion	-3%	National	US$3,425
3	United Kingdom	67	US$185 m	-3%	National	US$1,371
4	Japan	66	US$474 m	-4%	National	US$1,774
5	China	63	US$1.4 billion	-5%	National	US$1,224
6	Canada	60	US$55 m	-8%	National	US$2,192
7	India	60	US$170 m	-2%	National	US$1,295
8	Türkiye	60	US$63 m	-9%	National	US$1,258
9	Australia	59	US$75 m	-4%	National	US$2,380
10	Switzerland	58	US$31 m	-8%	National	US$1,660

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Lesotho	55	US$176 m	+28%	National	US$326
2	Mozambique	54	US$1.4 billion	-0%	ARIPO	US$450 S&Z
3	Zimbabwe	54	US$356 m	+9%	ARIPO	US$450 S&Z
4	Nigeria	54	US$10 m	-11%	National	US$1,015 S&Z
5	Morocco	53	US$4.3 m	+16%	National	US$1,408
6	Tanzania	53	US$113 m	+4%	ARIPO	US$450 S&Z
7	OAPI (17 states)	53	US$132 m	-3%	National	US$1,563 S&Z
8	Egypt	53	US$16 m	-1%	National	US$2,278
9	Namibia	52	US$352 m	+7%	ARIPO	US$450 S&Z
10	Malawi	52	US$53 m	+22%	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)
TAPESTRY HOME BRANDS	14	US$2,842	US$3,225
CORICRAFT	12	US$2,436	US$2,856
VOLPES	3	US$609	US$1,194
BIGGIE BEST	3	US$609	US$1,194
AS A MATTER OF FACTORY WE DO COST LESS	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 Tapestry Home Brands' five most-filed brands: word marks of **other companies** (not Tapestry Home Brands' 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 TAPESTRY HOME BRANDS (classes 20, 24, 35, 36, 42; searched 2018-01-31 to 2026-11-08)

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

Similar to CORICRAFT (classes 20, 35, 36, 42; searched 2019-03-27 to 2026-11-08)

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

Similar to VOLPES (classes 20, 24, 35; searched 2023-07-26 to 2026-11-08)

MARK	PUBLISHED	CLASS	APPLICANT
VULPES	2023-07-26	35	Private individual

Similar to BIGGIE BEST (classes 24, 35, 42; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to AS A MATTER OF FACTORY WE DO COST LESS (classes 20, 35; searched 2018-05-30 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

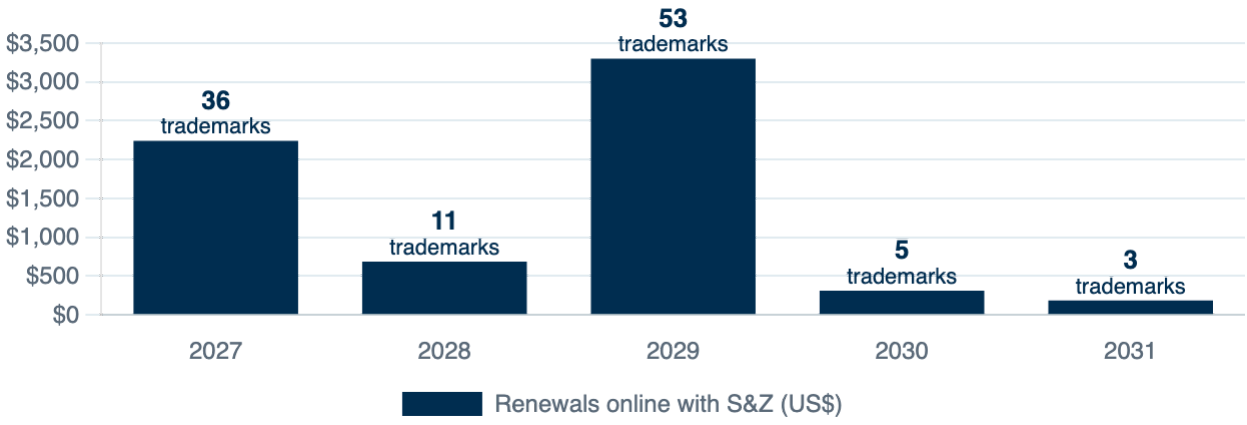
S&Z prices – South African trademarks

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$.

Tapestry Home Brands' next five years of renewals

108 of Tapestry Home Brands' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$6,726** over the five years.



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