Twinsaver – South African trademarks

Updated 8 November 2026

Twinsaver is a South African tissue maker. Its brands include Twinsaver toilet paper and Forget-Me-Not, Homepride and Elite products for homes and businesses.

How Twinsaver 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.

#228
largest trademark owner in South Africa (of 121,626)

261
trademarks filed

4
different logos published since 2020

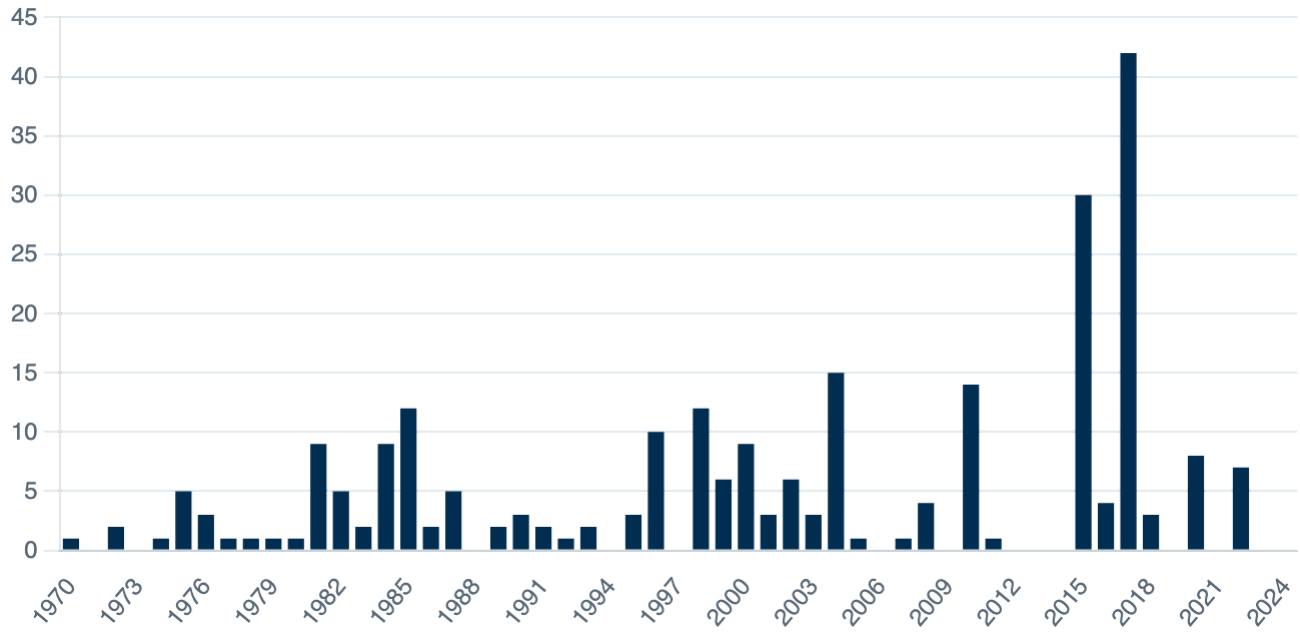
12
of 45 classes used

1946
first trademark filed

64
filed in the last 10 years

A portfolio built over time

Twinsaver filed its first South African trademark in 1946 and has filed 261 since; its busiest year was 2017, with 42 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
Twinsaver	193	1946–2022
Nampak Tissue	116	1964–2011

Where Twinsaver expanded its business

Trademark classes show what a business sells. Twinsaver's portfolio is concentrated in paper & print (class 16), kitchenware (class 21), furniture (class 20). Its most recent moves were into transport & travel (2015), processing materials (2015), advertising & retail (1998).

Twinsaver trademarks: expansion into trademark classes, 1970–2022



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/twinsaver-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
16 Paper & print	130	49.8%	1946
21 Kitchenware	33	12.6%	1981
20 Furniture	19	7.3%	1981
3 Cosmetics & cleaning	18	6.9%	1984
6 Metal goods	17	6.5%	1982
5 Pharmaceuticals	11	4.2%	1977
24 Textiles	11	4.2%	1989
8 Hand tools	8	3.1%	1996

The brands Twinsaver protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	TWINSAVER GROUP	18	9	2015–2015
2	FORGET ME NOT TWINSAVER	17	7	2004–2020
3	TWINSAVER	14	10	1983–2020
4	FORGET ME NOT	9	6	1996–2017
5	HOMEPRIDE	9	5	1982–1996
6	ELITE	8	6	1946–2004
7	FORGET ME NOT TWINSAVER AWAY FROM HOME	6	6	2017–2017
8	TWINSAVER AWAY FROM HOME	6	6	2008–2017
9	TWINSAVER FORGET-ME-NOT	4	3	2004–2004
10	TWINSAVER FLORAL COLLECTION	4	1	1999–1999
11	HEFTY	3	3	1981–1981
12	REDI-BOX	3	3	1995–1995
13	TIDY CHEM	3	3	1987–1987
14	TIDY CLOTH	3	3	1987–1989
15	TOWELTRONIC	3	3	2000–2000

Logos filed most often (since 2020)



3 filings · 3 classes



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

Twinsaver's logos

The 4 different logos Twinsaver 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.



3 classes



1 class



1 class

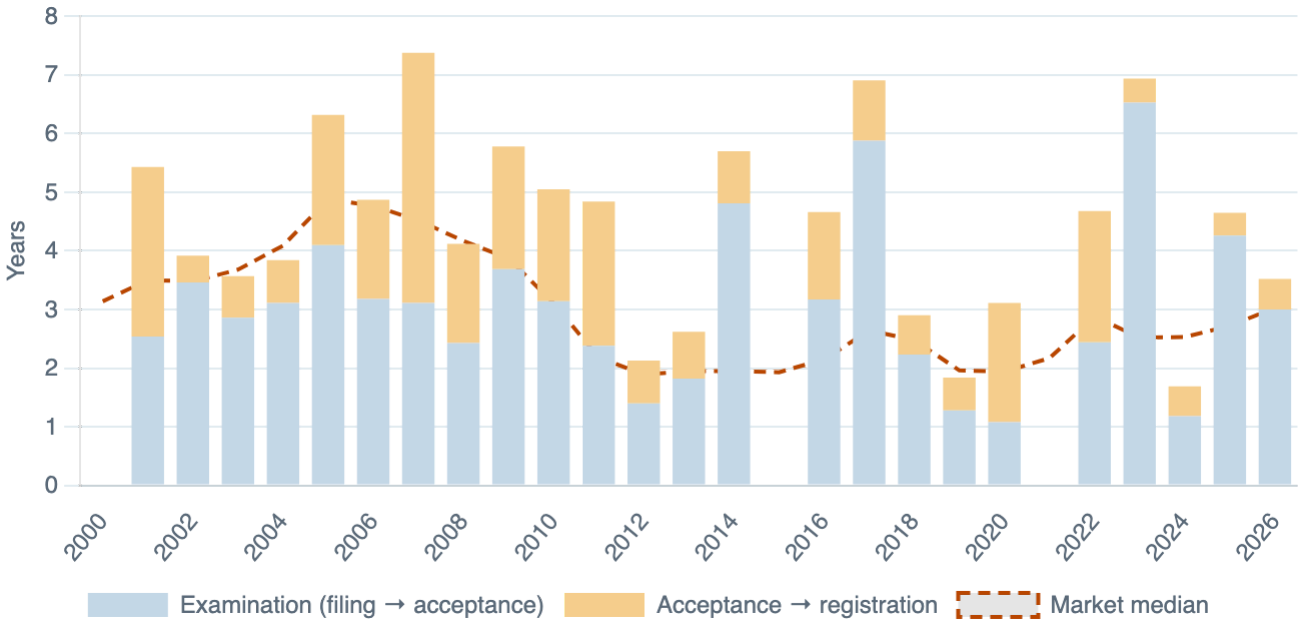


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Twinsaver's marks took a median of **4.6 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 4.3 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

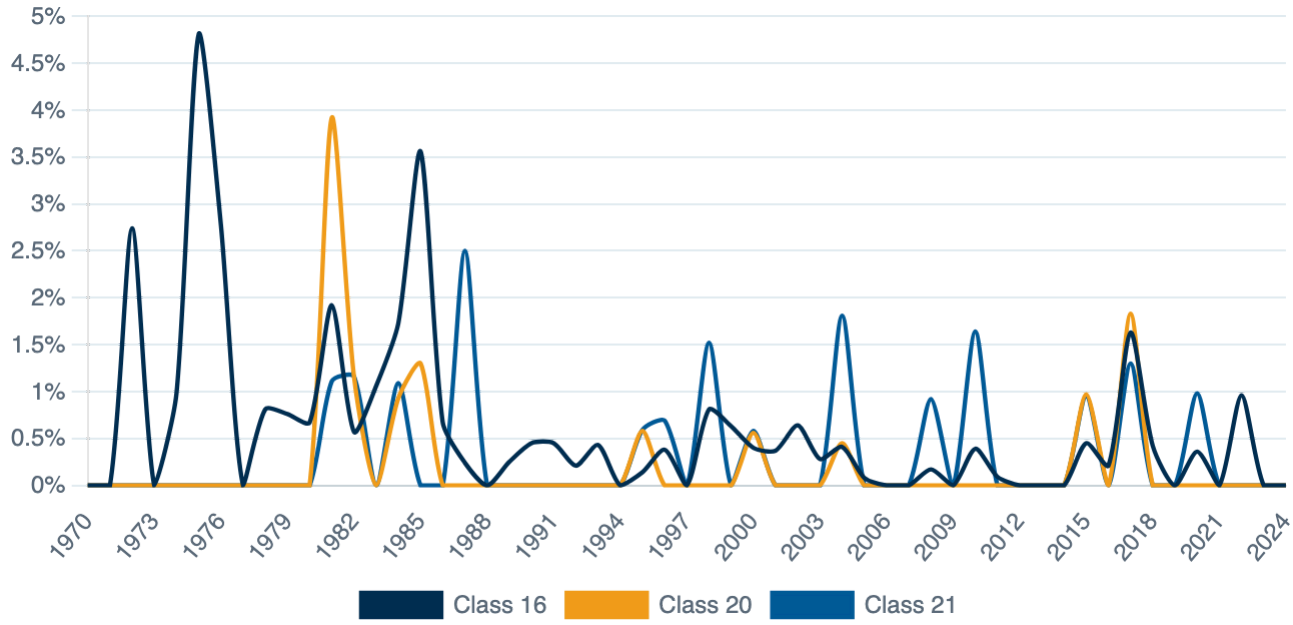


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Twinsaver's classes

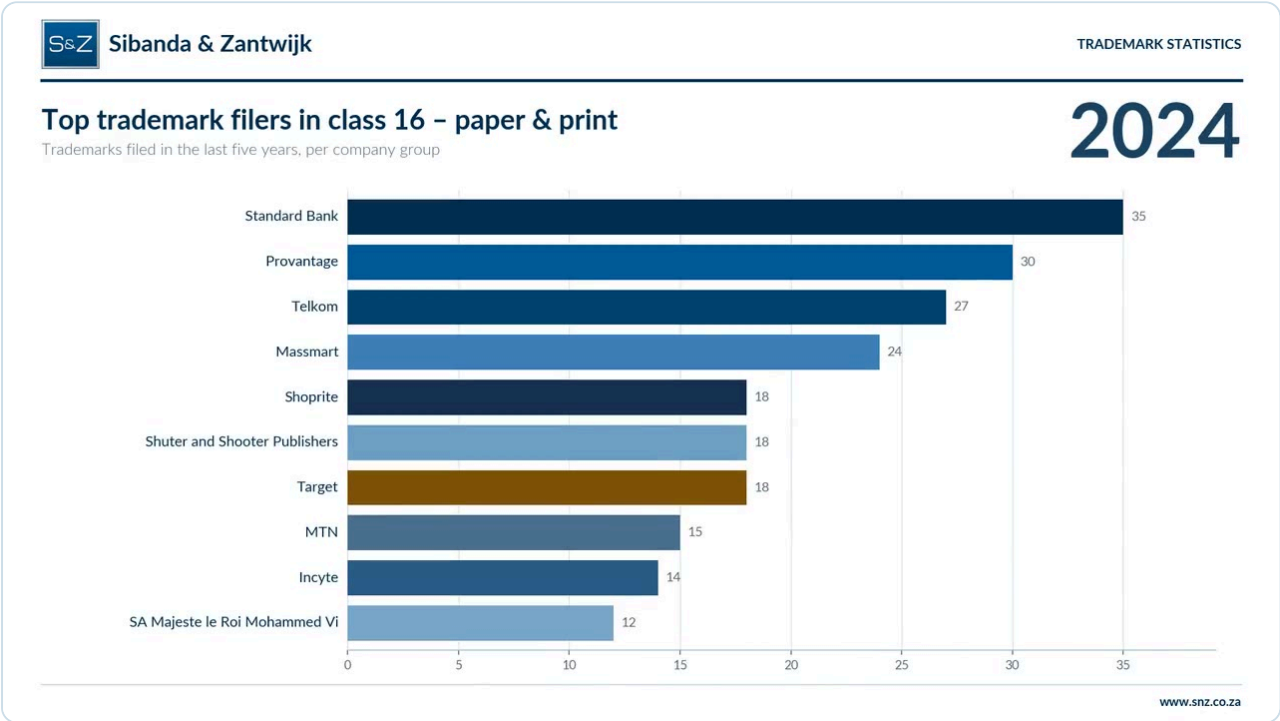
> Ranked by **number of trademarks filed in Twinsaver's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Twinsaver's market position, not who is most like it.

In the last five years, Twinsaver was **#33** of 1,191 filers in class 16 (paper & print), with 7 of 2,264 trademarks; **#75** of 817 filers in class 21 (kitchenware), with 3 of 1,364 trademarks.



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

Top trademark filers in class 16 (paper & print), South Africa 1975–2024: Twinsaver

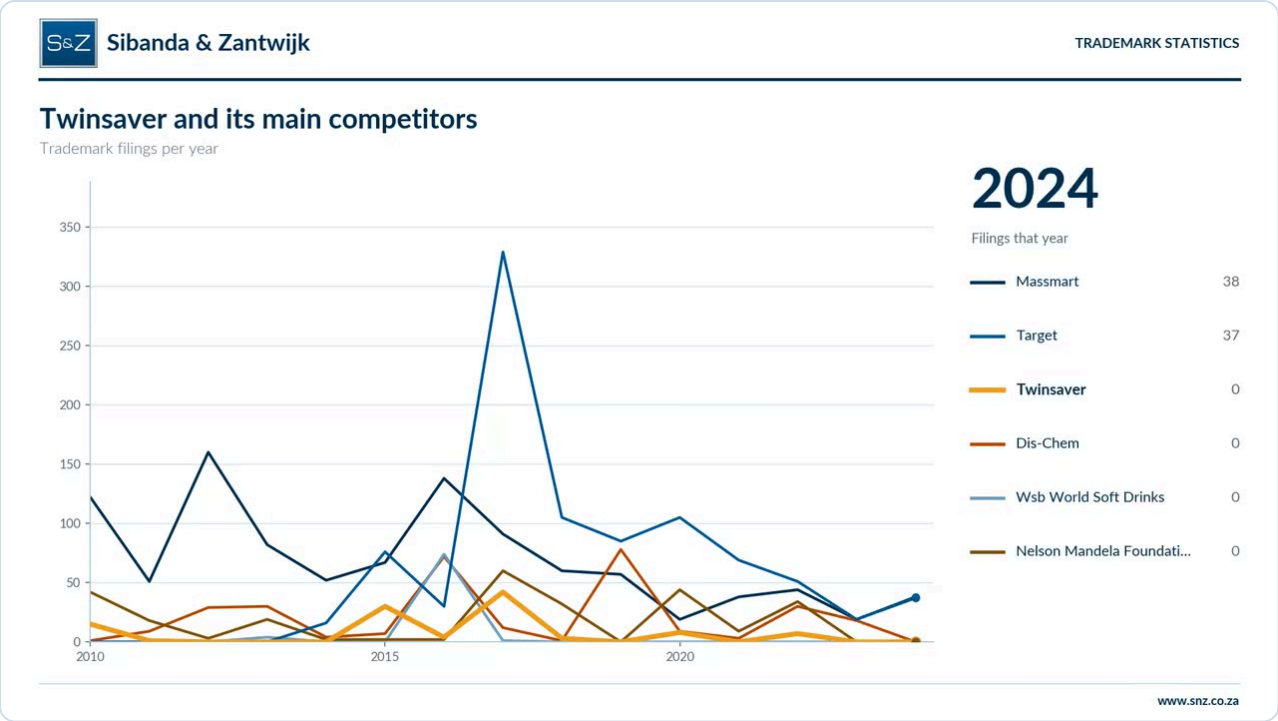


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/twinsaver-south-african-trademarks/class-16-race-video.html

Main competitors – the companies most like Twinsaver

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

Twinsaver 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/twinsaver-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Massmart	–	80%
2	Dis-Chem	–	68%
3	Wsb World Soft Drinks	–	65%
4	Nelson Mandela Foundation Trust	–	64%
5	Target	–	64%
6	Bidvest	–	63%
7	Melbro	–	62%
8	Academy Brushware Pty Ltd South African	–	62%
9	Edcon	–	62%
10	Disney	–	61%

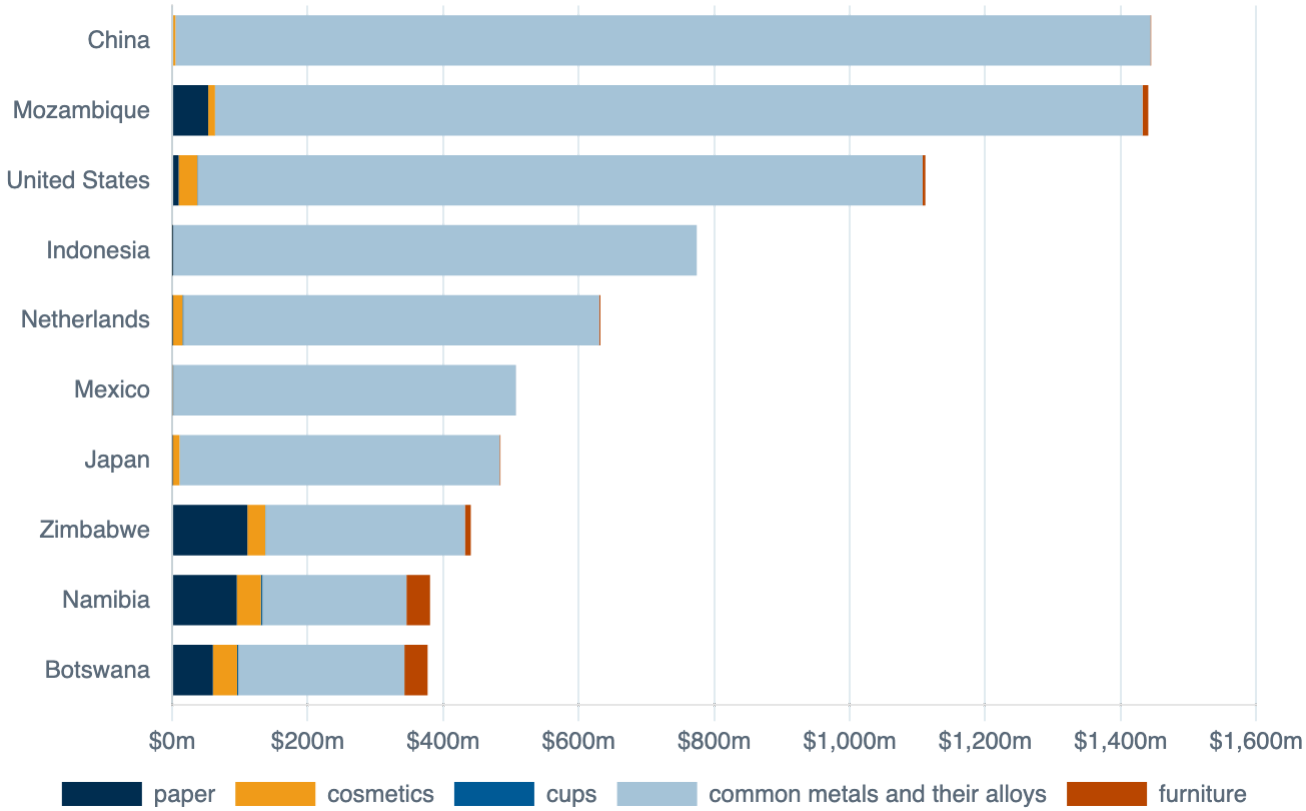
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Twinsaver – relevant export countries

South Africa exported **US$13.0 billion** of the goods Twinsaver's main classes cover in the last year – paper; printed matter; cardboard; plastic materials (class 16); cups; plates; dishes; containers (class 21); furniture; mirrors; picture frames; meerschaum (class 20); cosmetics; essential oils; soaps; lotions (class 3); common metals and their alloys; small items of metal hardware; metal building materials; safes (class 6). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Twinsaver's trademarks matter most.

Where South Africa exports Twinsaver's top goods

Twinsaver's trademarks most often cover paper, cosmetics, cups, common metals and their alloys and furniture. South Africa's ten largest export markets for these goods took **62%** 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 Twinsaver'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	82	US$2.1 billion	-7%	National	US$2,388
2	United States of America	75	US$1.1 billion	-7%	National	US$3,425
3	United Kingdom	67	US$207 m	-3%	National	US$1,371
4	Mexico	63	US$508 m	+1%	National	US$3,050
5	China	61	US$1.5 billion	-8%	National	US$1,224
6	Mozambique	61	US$1.5 billion	-0%	ARIPO	US$450
7	Canada	60	US$61 m	-7%	National	US$2,192
8	Australia	59	US$81 m	-3%	National	US$2,380
9	Türkiye	59	US$64 m	-7%	National	US$1,258
10	Switzerland	59	US$34 m	-8%	National	US$1,660

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Mozambique	61	US$1.5 billion	-0%	ARIPO	US$450 S&Z
2	Zimbabwe	56	US$510 m	+4%	ARIPO	US$450 S&Z
3	Nigeria	54	US$18 m	-15%	National	US$1,015 S&Z
4	Namibia	54	US$491 m	+6%	ARIPO	US$450 S&Z
5	Tanzania	54	US$132 m	+3%	ARIPO	US$450 S&Z
6	OAPI (17 states)	53	US$145 m	-3%	National	US$1,563 S&Z
7	Malawi	53	US$93 m	+25%	ARIPO	US$450 S&Z
8	Morocco	53	US$5.8 m	+13%	National	US$1,408
9	Lesotho	53	US$154 m	+19%	National	US$326
10	Egypt	53	US$19 m	-1%	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)
TWINSAVER GROUP	9	US$1,827	US$2,302
FORGET ME NOT TWINSAVER	7	US$1,421	US$1,932
TWINSAVER	10	US$2,030	US$2,487
FORGET ME NOT	6	US$1,218	US$1,748
HOMEPRIDE	5	US$1,015	US$1,563

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 Twinsaver's five most-filed brands: word marks of **other companies** (not Twinsaver'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 TWINSAVER GROUP (classes 3, 6, 16, 20, 21; searched 2018-02-28 to 2026-11-08)

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

Similar to FORGET ME NOT TWINSAVER (classes 3, 6, 8, 16, 20, 21, 24; searched 2018-09-26 to 2026-11-08)

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

Similar to TWINSAVER (classes 3, 6, 16, 20, 21; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to FORGET ME NOT (classes 3, 6, 16, 20, 21, 24; searched 2018-09-26 to 2026-11-08)

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

Similar to HOMEPRIDE (classes 6, 8, 16, 20, 21; searched 2020-09-30 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

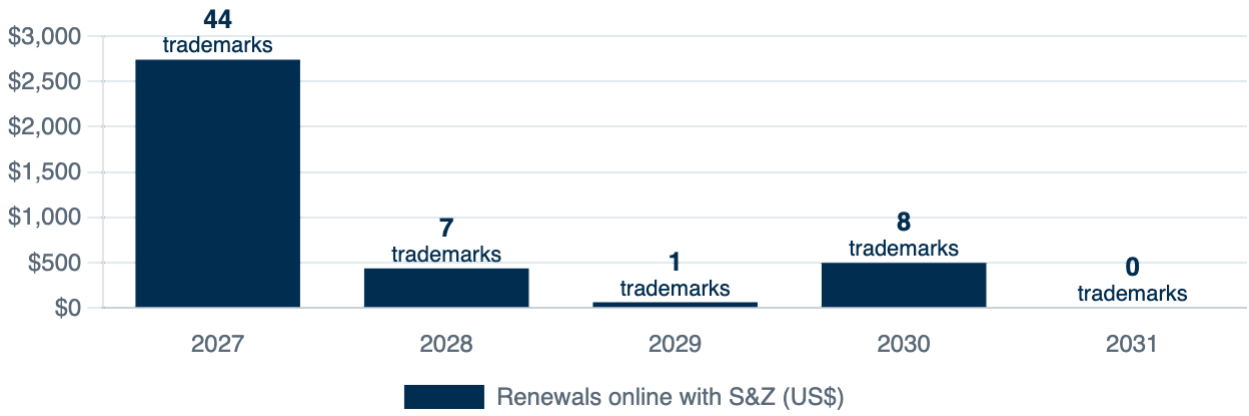
S&Z prices – South African trademarks

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$.

Twinsaver's next five years of renewals

60 of Twinsaver's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$3,737** over the five years.



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