Vermont Sales – South African trademarks

Updated 8 November 2026

Vermont Sales is a South African distributor of tools, hardware and DIY products sold through hardware stores.

How Vermont Sales 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.

#288
largest trademark owner in South Africa (of 121,626)

208
trademarks filed

8
different logos published since 2020

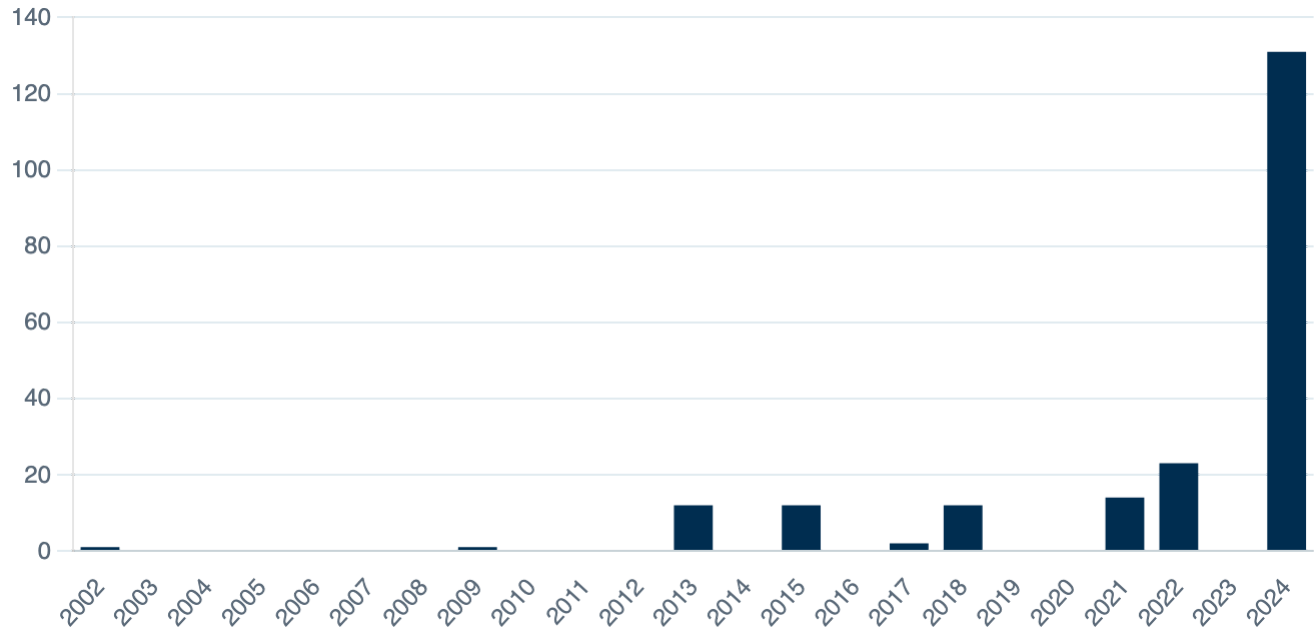
17
of 45 classes used

2002
first trademark filed

182
filed in the last 10 years

A portfolio built over time

Vermont Sales filed its first South African trademark in 2002 and has filed 208 since; its busiest year was 2024, with 131 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

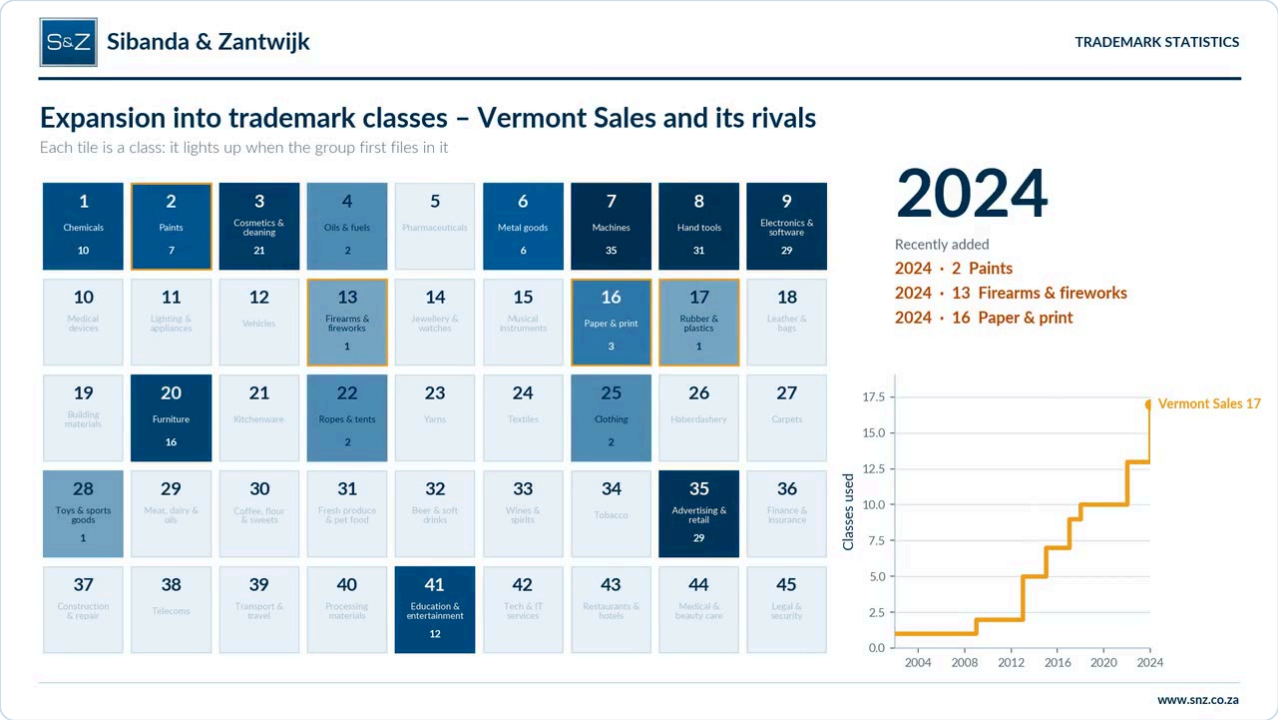
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Vermont Sales	208	2002–2024

Where Vermont Sales expanded its business

Trademark classes show what a business sells. Vermont Sales' portfolio is concentrated in machines (class 7), hand tools (class 8), electronics & software (class 9). Its most recent moves were into paints (2024), paper & print (2024), rubber & plastics (2024).

Vermont Sales trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/vermont-sales-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
7 Machines	35	16.8%	2009
8 Hand tools	31	14.9%	2002
9 Electronics & software	29	13.9%	2013
35 Advertising & retail	29	13.9%	2015
3 Cosmetics & cleaning	21	10.1%	2013
20 Furniture	16	7.7%	2013
41 Education & entertainment	12	5.8%	2015
1 Chemicals	10	4.8%	2022

The brands Vermont Sales protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	D-TECH	21	7	2015–2024
2	AIRCRAFT PNEUMATIC SYSTEMS	17	6	2024–2024
3	AD	16	8	2022–2024
4	VERMONT SALES	11	11	2024–2024
5	AIR CRAFT PNEUMATIC SYSTEMS	10	5	2021–2021
6	TORK CRAFT TOOLS FOR EVERY JOB	10	5	2018–2018
7	TORK CRAFT	8	7	2002–2018
8	PRO-TECH	8	2	2022–2022
9	TALKCRAFT	7	4	2024–2024
10	A BLADE FOR EVERY CUT	6	6	2024–2024
11	TOOLS FOR EVERY JOB	6	6	2024–2024
12	D-TECH CHEMICAL ANCHOR	5	5	2024–2024
13	D-TECH DOMINATOR	5	5	2024–2024
14	D-TECH DYNAMIC	5	5	2024–2024
15	FACTORY TOOL SHOP	5	5	2024–2024

Logos filed most often (since 2020)



21 filings · 6 classes



19 filings · 7 classes



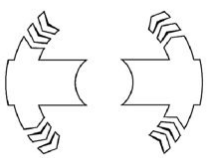
16 filings · 8 classes



8 filings · 2 classes



5 filings · 5 classes



4 filings · 2 classes



3 filings · 3 classes



2 filings · 2 classes

Vermont Sales' logos

The 8 different logos Vermont Sales 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.



8 classes



7 classes



6 classes



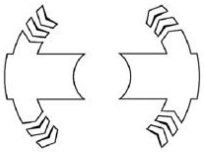
5 classes



3 classes



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, Vermont Sales' marks took a median of **2.2 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.6 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

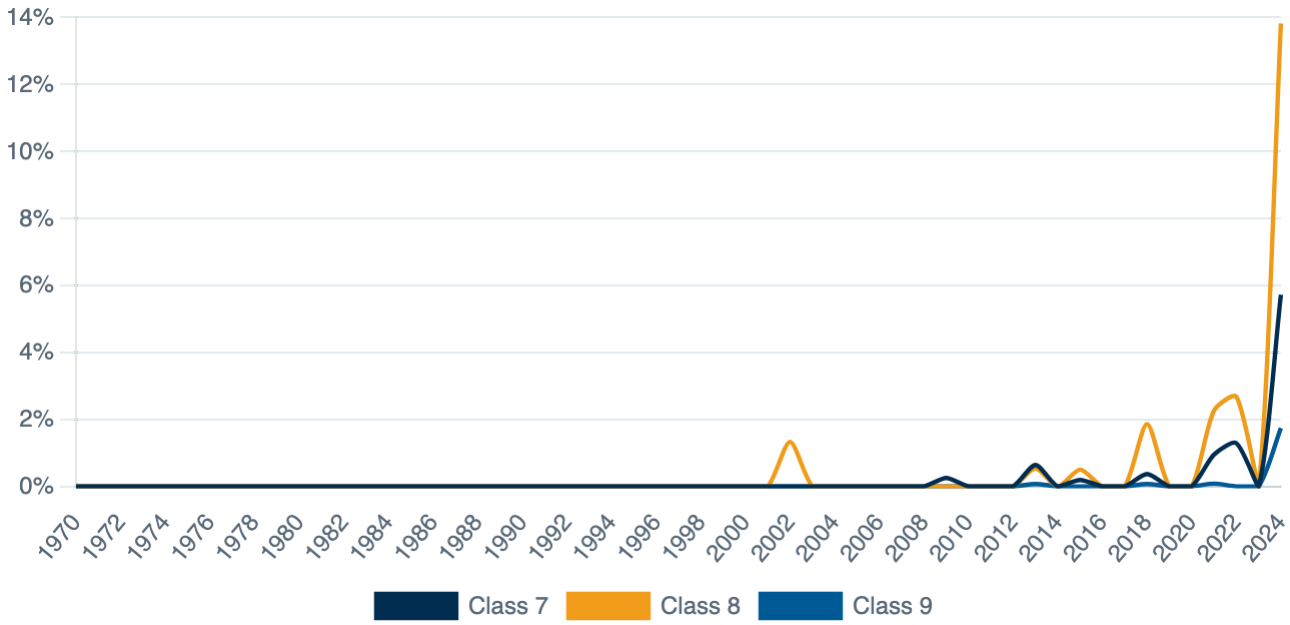


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Vermont Sales' classes

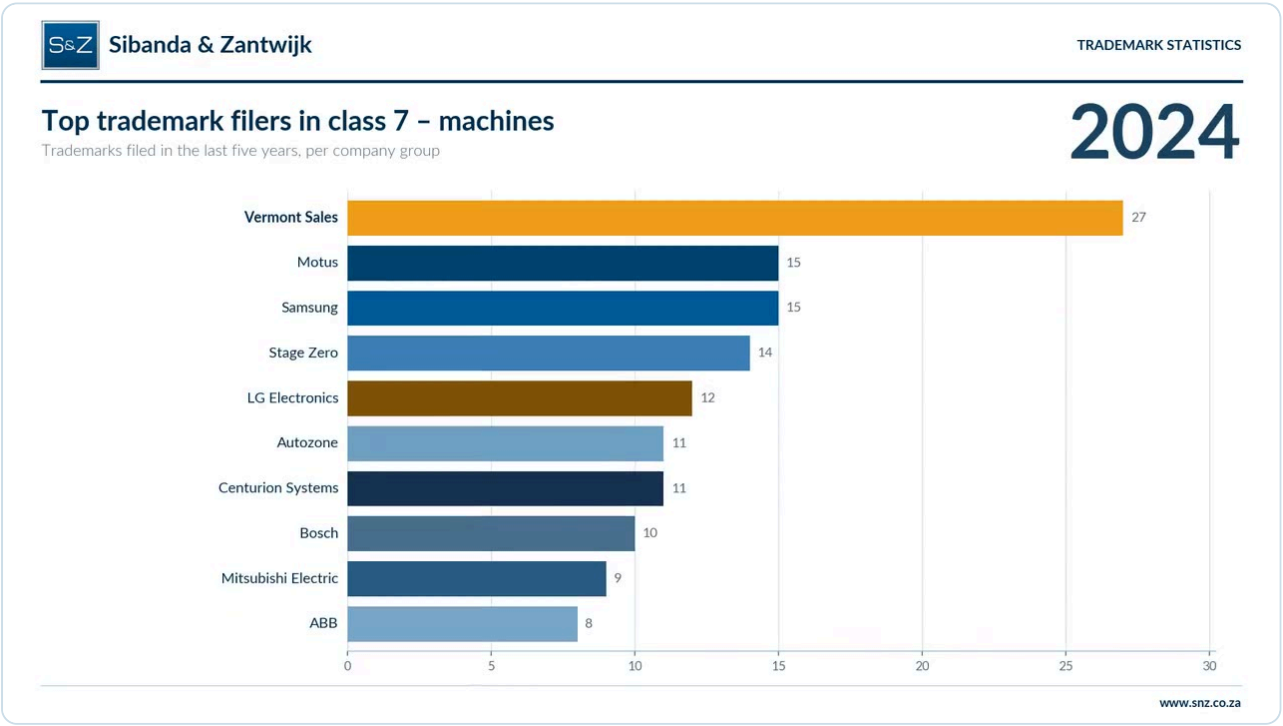
> Ranked by **number of trademarks filed in Vermont Sales' main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Vermont Sales' market position, not who is most like it.

In the last five years, Vermont Sales was #1 of 1,185 filers in class 7 (machines), with 27 of 1,880 trademarks; #1 of 395 filers in class 8 (hand tools), with 25 of 691 trademarks; #16 of 4,926 filers in class 9 (electronics & software), with 25 of 10,252 trademarks.



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

Top trademark filers in class 7 (machines), South Africa 1975–2024: Vermont Sales

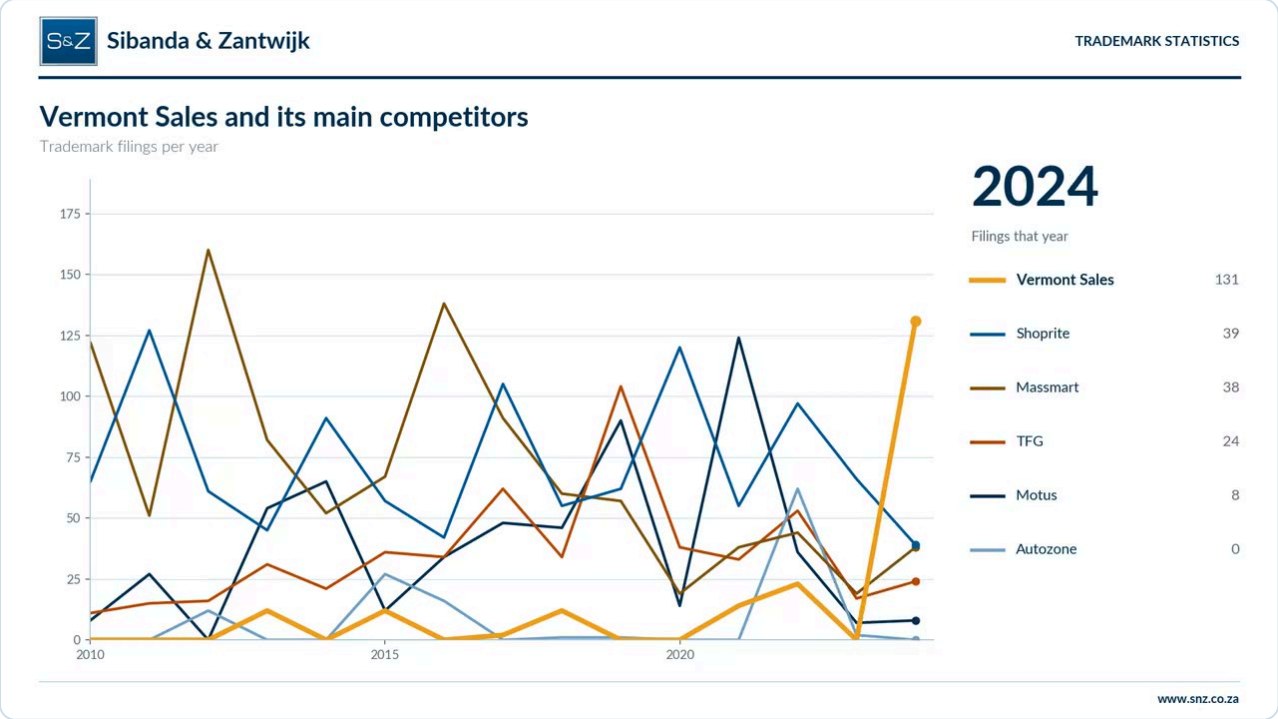


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/vermont-sales-south-african-trademarks/class-7-race-video.html

Main competitors – the companies most like Vermont Sales

> Ranked by **how similar their whole trademark portfolio is to Vermont Sales'** – 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.

Vermont Sales 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/vermont-sales-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Motus	Retailer's own brands	82%
2	TFG	Retailer's own brands	79%
3	Autozone	Retailer's own brands	74%
4	Massmart	Retailer's own brands	73%
5	Shoprite	Retailer's own brands	71%
6	Building	Retailer's own brands	70%
7	Walmart	Retailer's own brands	66%
8	Bidvest	Other field	72%
9	Michelin	Other field	68%
10	LG Electronics	Other field	66%

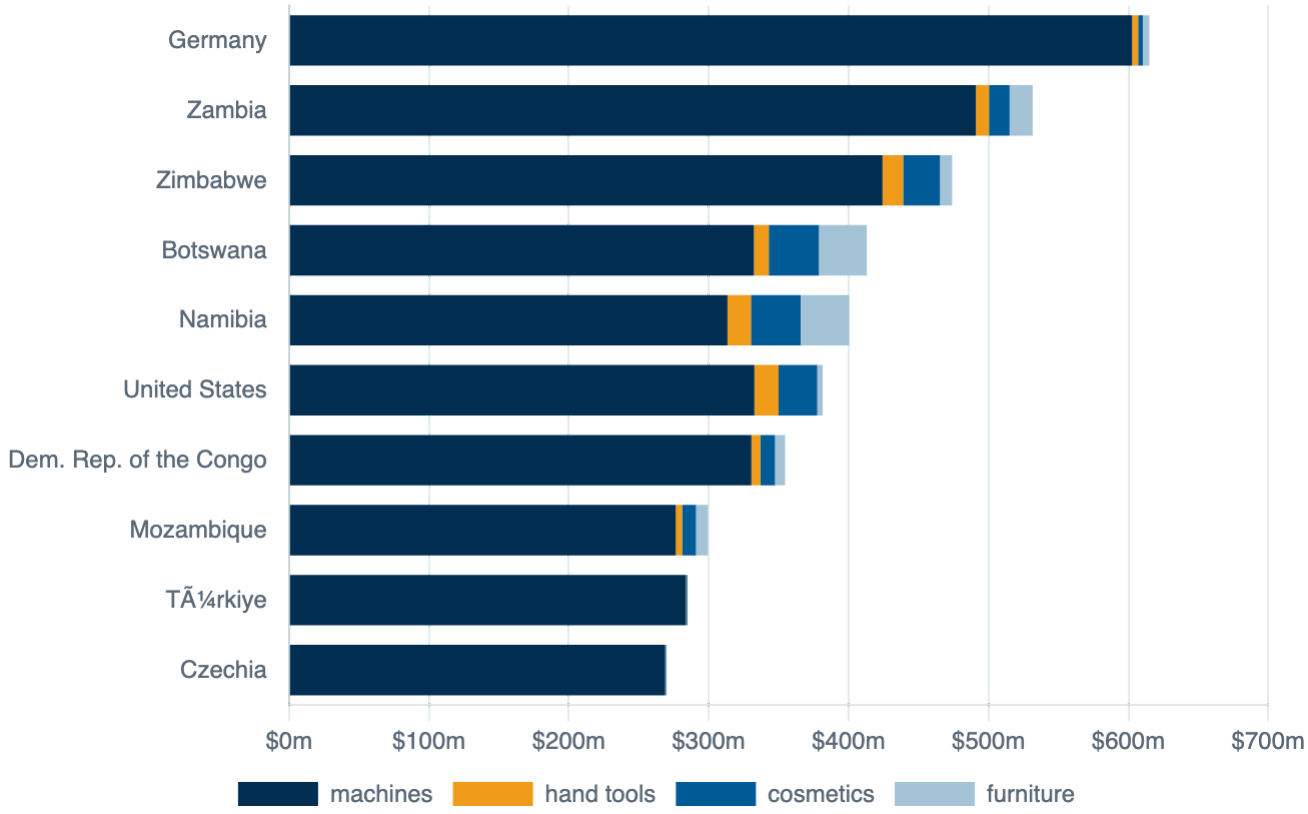
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Vermont Sales – relevant export countries

South Africa exported **US$6.9 billion** of the goods Vermont Sales' main classes cover in the last year – machines; machine tools; parts; saws (class 7); hand tools; hand-operated; blades; parts (class 8); computer software; measuring; computers; gloves (class 9); cosmetics; essential oils; dentifrices; perfumery (class 3); furniture; mirrors; picture frames; not of metal (class 20). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Vermont Sales' trademarks matter most.

Where South Africa exports Vermont Sales' top goods

Vermont Sales' trademarks most often cover machines, hand tools, cosmetics and furniture. South Africa's ten largest export markets for these goods took **66%** 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 Vermont Sales' 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	80	US$1.2 billion	+0%	National	US$2,388
2	United States of America	73	US$444 m	+2%	National	US$3,425
3	Türkiye	61	US$286 m	+6%	National	US$1,258
4	India	60	US$30 m	+5%	National	US$1,295
5	United Kingdom	59	US$92 m	-1%	National	US$1,371
6	Canada	59	US$55 m	-0%	National	US$2,192
7	Australia	57	US$143 m	-3%	National	US$2,380
8	Russian Federation	55	US$13 m	+4%	National	US$1,915
9	Hong Kong SAR	55	US$10 m	+6%	National	US$1,715
10	Indonesia	54	US$37 m	+3%	National	US$2,630

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	OAPI (17 states)	50	US$215 m	+11%	National	US$1,563 S&Z
2	Morocco	49	US$17 m	+20%	National	US$1,408
3	Zimbabwe	48	US$528 m	+13%	ARIPO	US$450 S&Z
4	Namibia	48	US$506 m	+18%	ARIPO	US$450 S&Z
5	Nigeria	48	US$45 m	-6%	National	US$1,015 S&Z
6	Mozambique	46	US$356 m	+13%	ARIPO	US$450 S&Z
7	Egypt	46	US$12 m	-3%	National	US$2,278
8	Tanzania	45	US$111 m	+2%	ARIPO	US$450 S&Z
9	Algeria	45	US$776 k	+32%	National	US$1,445
10	Lesotho	43	US$103 m	+37%	National	US$326

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)
D-TECH	7	US$1,421	US$1,932
AIRCRAFT PNEUMATIC SYSTEMS	6	US$1,218	US$1,748
AD	8	US$1,624	US$2,117
VERMONT SALES	11	US$2,233	US$2,671
AIR CRAFT PNEUMATIC SYSTEMS	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 Vermont Sales' five most-filed brands: word marks of **other companies** (not Vermont Sales' 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 D-TECH (classes 1, 2, 3, 7, 8, 9, 35; searched 2018-02-28 to 2026-11-08)

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

Similar to AIRCRAFT PNEUMATIC SYSTEMS (classes 3, 7, 8, 9, 20, 35; searched 2018-04-25 to 2026-11-08)

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

Similar to VERMONT SALES (classes 3, 9, 35; searched 2018-06-27 to 2026-11-08)

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

Similar to AIR CRAFT PNEUMATIC SYSTEMS (classes 3, 7, 8, 9, 20; searched 2018-01-31 to 2026-11-08)

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

Similar to TORK CRAFT TOOLS FOR EVERY JOB (classes 3, 7, 8, 9, 20; searched 2018-08-29 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

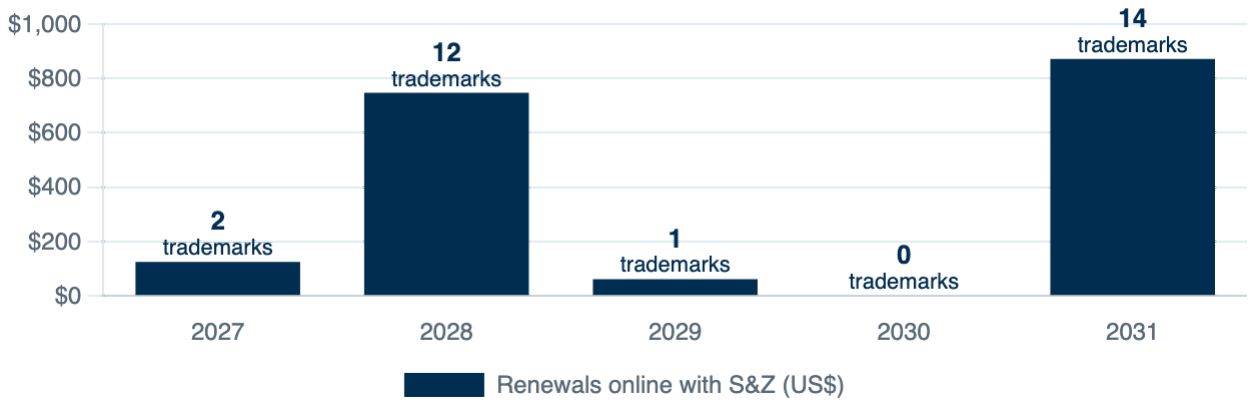
S&Z prices – South African trademarks

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$.

Vermont Sales' next five years of renewals

29 of Vermont Sales' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$1,806** over the five years.



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