



BEHTAREEN FOR BUILDING MAINTENANCE LLC SOC

Architectural Coating & Decorative Artistry

Division





Introduction

At Behtareen, we believe the color of a building is its silent language; it defines the structure's identity, influences human emotion, and serves as the primary shield for its core. Our division operates at the intersection of engineering precision and aesthetic fluency, where color selection is treated as a strategic asset to maximize spatial optimization and property value.





Using diagnostic intelligence, we engineer custom-designed color combinations and geometric patterns that harmonize with the building's purpose—whether creating high-performance corporate environments or serene residential sanctuaries. Beyond the visual, our compliance-mapped coating systems provide a technical defense against the elements, integrating hydrophobic waterproofing shields into every new project and restorative repair. From floorplate to façade, Behtareen ensures your infrastructure is not just painted, but protected by science and elevated by design.



Our Mission

To provide standards-compliant architectural finishing solutions executed by certified professionals. We aim to protect and elevate built environments by integrating diagnostic intelligence with artistic fluency, ensuring that every surface whether new or restored benefits from hydrophobic protection, structural integrity, and human-centered design.

Our Vision

To be the region's most distinguished integrator of aesthetic spatial transformation and substrate engineering, recognized for redefining architectural identities through the perfect harmony of color, high-performance protective coatings, and sustainable design excellence.

Our Specialized Service Matrix

Behtareen delivers a multi-dimensional service suite designed to address the operational, hygienic, and spatial demands of modern properties. Our painting services are grounded in diagnostic intelligence and material-focused execution to optimize every environment for safety and user experience

Interior Aesthetic Transformation

We engineer interior environments that balance human-centered design with high-performance durability.

- Premium Emulsions: Expert application of Matte, Silk, and Satin finishes to create refined, luxury atmospheres.
- Color Consultation: Using "diagnostic intelligence" to create bespoke color combinations that optimize spatial light and mood.



Decorative Artistry & Feature Designs

Transforming standard walls into high-impact architectural statements through specialized textures.

- **Luxury Textures:** Master application of Venetian Plaster (Stucco Antico), providing a marble-like luster and depth.
- **Artistic Accents:** Modern velvet finishes, metallic leafing, and custom geometric patterns for a unique visual identity.

Exterior Performance Coatings (UV-Shield)

Protective systems designed to defend façades against the region's extreme thermal and solar demands.

- **Weather-Resilient Systems:** Industrial-grade coatings that prevent color fading and substrate degradation.
- **Façade Restoration:** Technical repair of existing structures using "non-invasive structural interfacing" to restore original beauty

Integrated Waterproofing & Moisture Management

A critical service for building sustenance, protecting assets from humidity and water ingress.

- **Hydrophobic Barriers:** Application of specialized waterproof membranes and breathable masonry paints to stop dampness and mold.
- **Structural Sealing:** Ensuring all joints and surfaces are moisture-proofed before final coating to ensure "system reliability"

Hygiene & Environmental Safety Coatings

Aligned with our "environmental hygiene protocols" for sensitive environments like clinics and nurseries

- Anti-Microbial Systems: Specialized paints that inhibit the growth of bacteria and fungus in moisture-prone areas.
- Low-VOC Protocols: Using odorless, eco-friendly materials that maintain superior indoor air quality during and after execution.

Specialized Wood & Metal Refinishing

Advanced technical maintenance for diverse building elements.

- Joinery Preservation: Premium staining and polyurethane lacquering for doors, cabinets, and custom woodwork.
- Anti-Corrosive Painting: Protective enamel systems for metal gates, pergolas, and structural steel to prevent oxidation and rust.

High-Performance Epoxy Flooring

Durable surface engineering for technical and industrial zones.

- Industrial Epoxy: Chemical and impact-resistant floor coatings for warehouses, garages, and plant rooms.
- Decorative Epoxy: Sleek, seamless floor finishes for modern commercial and residential interiors.

The Behtareen Protocol: Technical Methodology

Our execution is governed by Process Integrity. We follow a 5-step systematic approach to ensure that every coat of paint adds both aesthetic value and structural longevity.

- Diagnostic Assessment: We perform scientific substrate analysis and moisture testing to identify structural fatigue before coating begins.
- Precision Preparation: Surfaces undergo non-invasive scraping, structural patching, and industrial-grade masking to ensure a flawless, protected workspace.
- Interface Priming: Application of high-adhesion primers and hydrophobic waterproofing layers creates a durable bridge for the final finish.
- Systematic Execution: A dedicated team of 2 master painters and 3 helpers applies multi-layer coatings for uniform, high-performance results.
- Quality Audit & Handover: Final visual symmetry checks and environmental hygiene protocols ensure a clean, standards-compliant project delivery.

Quality & Compliance Standards

- Material Excellence: We exclusively use International Standard Brands (Jotun, Dulux, National Paints) to ensure UV resistance and color stability.
- Safety Protocols: All staff adhere to strict HSE (Health, Safety, and Environment) standards, including the use of Low-VOC paints for indoor safety.
- Operational Efficiency: Managed by a dedicated Site Supervisor, ensuring timelines are met without compromising "Service Transparency."

Industries We Serve:

Behtareen's painting and surface engineering solutions are tailored to meet the unique operational and hygienic demands of diverse sectors across the UAE.

Luxury Residential

- Focus: High-end villas and apartment complexes.
- Service: Specialized decorative finishes, velvet textures, and feature wall designs that align with "interior spatial optimization" and premium lifestyle upgrades.

Healthcare & Clinics

- Focus: Medical centers, hospitals, and pharmacies.
- Service: Implementation of "environmental hygiene protocols" using antimicrobial and anti-fungal coatings to maintain sterile, safe environments.

Corporate & Commercial

- Focus: Modern offices, retail outlets, and boardrooms.
- Service: Efficient, standards-compliant painting with "Low-VOC" systems to ensure minimal disruption to business operations and superior indoor air quality.

Educational Institutions

- Focus: Schools, nurseries, and training centers.
- Service: Durable, easy-to-clean finishes using odorless, non-toxic materials designed for the safety and well-being of students.

Hospitality & Leisure

- Focus: Hotels, fine-dining restaurants, and luxury lounges.
- Scope: High-impact "Aesthetic Artistry," including metallic leafing, velvet textures, and feature walls that define the venue's unique identity.

Industrial & Warehousing

- Focus: Technical plants, logistics centers, and cold storage.
- Scope: Application of high-performance epoxy flooring and anti-corrosive coatings to ensure "system reliability" and structural preservation.

Sector-Specific Compliance

- Certified Execution: Every project, regardless of the sector, is managed by a Site Supervisor and executed by our specialized team Painters and designers, ensuring that all industry-specific safety and quality KPIs are met with technical precision.
- Diagnostic Precision: Every project begins with a technical substrate audit.
- Asset Stewardship: We don't just paint; we protect your investment.

THANK YOU

Let's Get In Touch



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