



BELO FILE



BELO FILE BUSINESS PROFILE

2025

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Hi There!

Founded on the 16th of April 2018 by Armando Bie and Geraldo Luis, Belo File (PTY) LTD was born from a shared vision: to deliver painting and tiling services that exceed expectations and transform ordinary spaces into vibrant, refined environments. Over the years, our dedication to quality, integrity, and customer satisfaction has earned us a trusted place in the industry.

This business profile serves as an introduction to who we are, what we stand for, and the services we proudly provide. It reflects our journey, our values, and our commitment to continuous improvement in both craftsmanship and client relationships. Whether you're a homeowner, developer, or corporate client, we invite you to discover the Belo File difference—where every detail matters, and every project is a promise delivered.



BELO FILE

Table Of Contents

- About Company
- Ceo Message
- How We Work
- Our Service (Company)
- Our Service (Individual)

- Reference
- How It Works
- Meet Our Team
- Clients Feedback
- Thynk Unlimited

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About Company

At Belo File (PTY) LTD, our vision extends far beyond delivering painting and tiling services — we envision becoming a benchmark of excellence in the construction and home improvement industry across South Africa and beyond. We aim to be a trusted name synonymous with quality, professionalism, and innovation in every space we touch.

We see a future where our work transforms environments, enhances lifestyles, and contributes to the beauty and value of homes, businesses, and public spaces. By maintaining a relentless focus on craftsmanship, customer care, and ethical business practices, we aspire to set new industry standards and be recognized as a leader in decorative finishes and surface solutions.

As we grow, we are committed to empowering local talent, creating job opportunities, and fostering skills development in communities. We also envision expanding our footprint through strategic partnerships and sustainable practices that respect both the client's vision and the environment.

Belo File is not just a service provider—it is a movement towards creating enduring beauty, functional design, and inspiring change through every tile laid and every wall painted.

Director Message

When we founded Belo File in April 2018, we started with nothing more than a shared passion, a clear vision, and the determination to create something meaningful in the service industry. From the beginning, we understood that painting and tiling were not just trades — they were transformative arts that had the power to turn lifeless buildings into vibrant, welcoming spaces. We believed then, as we do now, that excellence is in the details, and true value is built on trust.



Geraldo Francisco Luis

Our journey began with small residential projects, where we personally applied every stroke and placed every tile with our own hands. Today, while we've grown in size and reach, our foundational values remain unchanged: quality over shortcuts, relationships over transactions, and vision over limitations.

Looking into the future, we see Belo File expanding into a nationally recognized brand that not only offers services but also trains and uplifts the next generation of skilled artisans. We envision our name on large-scale developments, corporate contracts, and community upliftment initiatives alike — always delivering with the same heart, precision, and professionalism that built our foundation.

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How We Work

1. Consultation & Assessment

We begin by understanding your vision. During our site visit or virtual consultation, we assess the space, discuss your goals, recommend materials and finishes, and provide a detailed, transparent quote. Every project starts with clear communication and a shared plan.



2. Preparation & Execution

Once approved, we prepare the site and begin work using high-quality materials and skilled workmanship. Whether it's painting, tiling, or both, our team follows a structured timeline, maintains cleanliness, and ensures safety on-site while delivering superior results.



3. Final Review & Client Satisfaction

Before we consider any project complete, we conduct a thorough inspection with you to ensure every detail meets your expectations. We only leave the site once you're 100% satisfied — your approval is our final seal of success.



Our Service Company

1. Commercial Painting Solutions

We provide comprehensive interior and exterior painting services for office buildings, retail spaces, schools, hospitals, warehouses, and more. Our team works efficiently within your timelines, minimizing downtime while delivering professional-grade finishes.

2. Industrial-Grade Tiling Services

From large-scale floor installations to wall tiling in high-traffic areas, we use durable materials and precise methods suited for commercial durability and visual appeal. Ideal for malls, showrooms, hotels, and public infrastructure.

3. Subcontracting & Partner Services

We collaborate with contractors, architects, and developers as a trusted subcontractor, adhering strictly to project timelines, safety protocols, and design specifications.

4. Facility Maintenance Packages

We offer ongoing painting and tiling maintenance services for companies looking to preserve the appearance and safety of their premises. Customized service plans are available based on property size and frequency needs.

5. Bulk and Multi-Property Projects

Whether you're managing a real estate portfolio, hospitality group, or large-scale development, Belo File is equipped to handle multiple sites with consistent quality and centralized coordination.



Our Service Individual

1. Home Painting Services

We specialize in both interior and exterior painting for homes of all sizes. From modern finishes to classic tones, we help you choose the right colors and textures to bring your vision to life. We handle everything — surface prep, color consultation, and clean-up.

2. Wall and Floor Tiling

Whether you're renovating your kitchen, bathroom, or living space, we offer expert tiling services that bring elegance and durability to your home. We work with ceramic, porcelain, mosaic, and natural stone materials.

3. Room Makeovers & Mini Renovations

Looking to refresh a single room or multiple spaces? We offer tailored painting and tiling packages for living rooms, bedrooms, bathrooms, and feature walls — giving your space a new look without the hassle of a full renovation.

4. Personalized Service & Guidance

We work closely with each client to understand their preferences, budget, and timelines. Every project is managed with care, communication, and respect for your space and lifestyle.

5. Affordable, Quality Craftsmanship

We offer competitive pricing without compromising on quality. Our team is trained to deliver professional results that last, giving you peace of mind and value for money.



BELO FILE



References



Sibusiso from Thaw
Construction (PTY) LTD
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Gudane from
Dynamic
+27 81 213 8532



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How It Works

Process 01

You reach out to us via phone, email, or WhatsApp. We then schedule a site visit or consultation to understand your needs, assess the space, and provide a clear, no-obligation quote. We'll help you select materials, colors, and finishes that match your vision and budget.

Process 02

Once you approve the plan, our skilled team begins the work — whether it's painting, tiling, or both. We maintain cleanliness, safety, and efficiency throughout the project. When the job is done, we walk you through the results and ensure your full satisfaction before we pack up.

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Meet Our Team



Professionals

Our Team of Experts

At Belo File, our team is built on a foundation of skill, discipline, and craftsmanship. Each member brings years of hands-on experience in painting, tiling, and project coordination. From site assessors to application specialists, our crew is trained to deliver consistent quality, work safely, and meet deadlines. We pride ourselves on our attention to detail, respect for client property, and commitment to excellence on every project, no matter the size.



Reliable

The People Behind the Work

We're more than painters and tilers — we're people who care about turning your space into something special. Our team is made up of hardworking, honest, and passionate individuals who treat every job like it's their own home. We believe in working with a smile, respecting your time, and making sure you feel confident and comfortable every step of the way. When you choose Belo File, you're choosing a team that shows up, gets it done right, and leaves you with results you'll love.

The Company Values



1. Excellence in Craftsmanship

We believe that quality is not an accident — it's the result of intention, dedication, and skill. Whether we're painting a single room or tiling an entire complex, we uphold the highest standards in our workmanship. Excellence to us means precision, consistency, and delivering finishes that last.

2. Integrity and Honesty

We operate with full transparency and ethical conduct in all our dealings. Our clients trust us with their spaces, and we honor that trust by providing honest quotes, fulfilling our promises, and communicating openly throughout every stage of the project.

3. Respect for People and Property

We treat our clients, their homes, businesses, and communities with the utmost respect. Our team is trained to maintain clean workspaces, work around your schedule, and leave every site better than we found it — both visually and atmospherically.

4. Commitment to Growth

We are always learning. From mastering new tiling patterns to adopting the latest in eco-friendly painting solutions, Belo File is committed to continuous improvement. We invest in training our team, upgrading our tools, and exploring innovations that benefit our clients.

5. Reliability and Accountability

We show up. We finish what we start. And we take responsibility for our work. At Belo File, reliability means honoring deadlines, sticking to budgets, and never compromising on safety or quality. If something isn't right, we make it right — no excuses.

6. Client-Centered Service

Every project begins with a conversation, not a contract. We take time to understand your needs, style, and expectations. Our goal is not just to complete a job, but to deliver an experience that leaves you completely satisfied, informed, and valued.

7. Community Empowerment

As a locally founded business, we are deeply rooted in the communities we serve. We aim to create job opportunities, support young artisans, and contribute to the growth of the South African trades industry. Belo File stands for upliftment through service and skill.

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BELO FILE



Let's Work Together

Whether you're a homeowner looking to refresh your space, a business in need of a reliable service partner, or a contractor seeking skilled hands for your next project — Belo File (PTY) LTD is ready to deliver with excellence.

We bring not just tools and talent, but trust, commitment, and care to every job. Let's create something lasting together — one brushstroke, one tile, one satisfied client at a time.

Contact us today and let's bring your vision to life



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