

From vision to reality through seamless global logistics

Bringing South Africa's first ScreenX cinema to life

NuMetro

South Africa's first 270° ScreenX cinema, made possible by smart logistics

Our partnership with Nu Metro began with an ambitious mission: to bring South Africa's first ScreenX cinema, with a 270-degree panoramic viewing experience, to Durban's iconic Gateway Mall.

With the vulnerable equipment sourced globally from five countries and the mall cinema area still under construction, Rhenus ensured the high-stakes delivery was executed with precision and care from start to finish.

Precision handling of high-value cinema equipment

With abnormally sized, high-value equipment requiring special handling, the project was no small task. Rhenus managed every step from international shipping and customs clearance to warehouse staging, last mile delivery and on-site coordination.

Through seamless execution, every component arrived safely, successfully bringing South Africa's first ScreenX cinema to life. This achievement not only delivered South Africa's first VIP-premiere cinemas but also paved the way for a lasting collaboration with Nu Metro.

First ScreenX Cinema in South Africa

29,857 Kgs

Sensitive equipment transported by Air Freight

8 weeks

from project confirmation to the final on-site at Gateway Mall



The solutions

End-to-end logistics across continents to South Africa

By working hand-in-hand with Nu Metro, Rhenus local and global teams transformed a challenging project into a seamless achievement in delivering an immersive cinematic experience in South Africa through the country's first ScreenX cinema.

Key elements included

- Close collaboration with Nu Metro to define the project scope, timelines and handling requirements from the outset.
- Fast and seamless coordination of international air freight from the USA, China, Korea, Belgium and the Netherlands to ensure every shipment arrived on schedule.
- Flawless customs clearance and compliance, including managing NRCS

(National Regulator for Compulsory Specifications) regulations, Letters of Authority and special permits for controlled high-value items.

- Precise unpacking, checking and staging at the Durban Rhenus warehouse to adhere to the strict timetable of the installation phases.
- Expert on-site oversight ensuring flawless on-site delivery and handling before the first frame lit the screen.
- Regular milestone reports combined with close, daily communication between project teams to ensure full visibility and alignment at every stage.

Journey & challenges

From complex logistics to seamless simplicity

Delivering South Africa's first ScreenX equipment was just one part - the project involved moving all assets for the cinema. This required specialised transport, careful handling and tailored solutions for each item.

Key challenges included

- Handling high-value equipment such as ScreenX systems, projectors, speakers, oversized fixtures and other fragile cinema components to Durban in perfect condition without damage.
- Synchronizing multi-origin air freight shipments, arriving from the USA, China, Korea, Belgium and the Netherlands in the correct sequence.
- Navigating strict regulatory and industry-specific requirements while maintaining operational speed and service reliability.
- Managing deliveries to a site with limited access at a mall under construction, requiring specialised lifting equipment to safely reach the 4th floor.

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Rhenus was more than just our logistics provider - they were our production partner behind the scenes. The proactive coordination and dedication of the Rhenus team ensured every shipment arrived on time, bringing South Africa's groundbreaking cinematic experience to life seamlessly.

Tagore Dhanraj
Financial Director, Nu Metro

Who we are

The Rhenus Group – Our global presence

The Rhenus Group is one of the leading logistics specialists with global business operations and an annual turnover amounting to EUR 8.2 billion. 41,000 employees work at 1,330 business sites and develop innovative solutions along the complete supply chain.

Whether providing transport, warehousing, customs clearance or value-added services, the family-owned business pools its operations in various business units, with customers' needs remaining the major focus at all times.

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Together
with
passion.