



CASE STUDY

CINEMARK™

Cinemark is a leader in the motion picture exhibition industry. Founded over 35 years ago, with over 500 theatres located not only in the U.S., but in 15 countries in Central and South America, leading to Cinemark locations in 15 of the 20 largest cities in South America. Cinemark Holdings, Inc. is the parent company of Cinemark, Century Theatres, Tinseltown, CinéArts and Rave Cinemas.

PGL Services Implemented

PGL offers highly customizable contract logistics solutions that go beyond 3PL to support your supply chain needs.

- ▶ Warehousing
- ▶ Inventory Management & Visibility
- ▶ Specialized Truck Service
- ▶ Customized Programs
- ▶ Domestic and International Service
- ▶ Customs Brokerage
- ▶ Border Services (USA/Mexico)
- ▶ Air & Ocean Charter

THE OPPORTUNITY

As with many PGL customers, Cinemark has their own internal logistics team, but leverages PGL to expand their capabilities and execute on special projects. Examples include specialty moves like shipping hundreds of seats from one theatre to another and the distribution of marketing materials as much as 5,000 miles from the point of origin.

Naturally, moves of this nature require a full suite of contract logistics services that can easily exceed the normal operation parameters of an in-house logistics team.

THE EXECUTION

To accommodate these special projects, many requiring international logistics solutions, PGL offers warehousing and the associated management tools to coordinate the many varied activities. Beyond that, PGL is positioned as the go-to general freight provider, doing what it takes to transport everything from emergency PPE goods to theatres at the onset of the Covid-19 pandemic, to marketing materials like lobby standees to promote upcoming and current films as well as pro bono moves to benefit charity.

There's no single solution when it comes to ongoing contract logistics services. When Cinemark needs help, PGL is there to step in, providing world class 3PL solutions at competitive rates.

THE OUTCOME

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