

PROFILE

www.truelineafrika.com



About Us

Established in 2011, Trueline Africa Limited (TLA) is a customer centric transport and logistics company offering full freight forwarding services for imports and exports to/from Uganda, from/to the world.

We oversee cargo freight by Air, Land and Sea, namely: - LCL (Less than Container Load), FCL (Full Container Load), OOG (Out of Gauge), Break Bulk (BB) and Heavy Lift (HL); from almost any origin to any destination, aboard any carrier.

Our Expertise/Specialty

We provide reliable and efficient freight forwarding services including cargo booking, cargo pickup, freight, customs clearance, and documentation management.

We customize solutions to suit our clients' needs while upholding compliance and governance requirements to support our customers' success.



Vision

To be the most customer centric logistics and freight forwarding company in Africa.



Mission

To build impactful partnerships with customers, employees, suppliers, and communities.



Core Values

● People

We foster a positive and inclusive culture that celebrates and embraces diversity for open, honest, and meaningful relationships.

● Customer Success

We efficiently and effectively deliver based on how well it serves our customers and continuously evaluate our performance and processes to provide new and improved opportunities for our customers to succeed.

● Innovation

We constantly challenge ourselves and explore new ways and process improvements to meet our stakeholders' needs.

● Integrity

We conduct business with transparency and accountability, in view of what's best for our customers, our stakeholders and our company.

● Corporate Citizenship

We recognize that we have an ethical and moral responsibility to the communities and the environment where we operate. We continuously review our policies and procedures to have a net positive impact in our business.



Our Services

We offer valuable and reliable logistics solutions to meet our client's needs. We do this through partnerships with a worldwide network of other independent forwarders. We are committed to excellent and efficient service delivery, Our service portfolio includes - freight transportation (air, ocean, road, and rail), customs clearance, cargo insurance, warehousing, and distribution.



Air Freight

We have built long-lasting relationships with major airlines to manage shipments on scheduled flights, including chartered planes. Our competitive rates, multiple service and transit time options are beneficial to all clients - from first time to regular importers and exporters of goods.



Ocean Freight

We partner with major shipping lines and independent freight forwarders to offer flexible, reliable, secure, and competitive ocean freight rates and solutions.

We understand Logistics from the customer's perspective and use our expertise to support your business. Customers value our ability to integrate ocean freight into a multi-modal transport solution, while achieving timely management and delivery of shipments.



Road and Rail Freight

Our road and rail freight network across East Africa, and beyond enables us to deliver shipments of all sizes quickly and efficiently.

We offer dependable and flexible road and rail freight solutions, and readily avail the right equipment and capacity, whether containerized, refrigerated, break bulk and, out of gauge.

We match your cargo with the right vehicle, route and ably restructure resources when conditions change.



Customs Clearance

We provide fast and accurate customs clearance in Uganda, Kenya, and South Sudan. Our professional team is on-hand to help you understand customs formalities and ensures that your shipment complies with the applicable rules and regulations.

We keep you updated on latest developments concerning the East African Community Customs regime and international shipping regulations. We are the bridge between Shippers, Customs, and Consignees.

Our customs clearance services include: -

- Full Customs Clearance
- Duty and Tax Calculation
- Customs Bonds
- Bonded Warehousing
- Bonded Transit Movements
- Commodity Classification
- Aggregated Declarations
- Regulatory Reporting
- Bonded Transfers and Transshipments



Warehousing & Distribution

Our warehousing and distribution solutions are tailored to not only fit your operational needs but to also go over and beyond in ensuring your goods are delivered in perfect condition. Our services are secure and reliable to cater for all your distribution needs and conform to industry practices and standards. These include: -

- Yard/ Warehouse Management
- Site Selection
- Fast Moving Consumer Goods [FMCG] Distribution
- End to End Distribution/ Last Mile Deliveries
- Return Management and Reverse Logistics Programmes.





Cargo Insurance

We arrange cargo insurance with reputable insurers and obtain customized solutions and value protection for our customers' cargo needs and volume. The insurance solutions range from basic marine cover to broader all-risk covers against strikes and terrorism. Your cargo is in safe hands.



Project Cargo Management

We have extensive local support and on-site staff dedicated to ensuring safe and timely delivery of complex shipments – Break Bulk, Heavy Lift, Out of Gauge, Roll on - Roll off.

We handle project Cargo within the Construction, Defense, Oil and Gas, Energy, Mining and Heavy Machinery industries.



Removals

Our team of experts handle every step of the removal process, no matter the tonnage, volume, and destination of your move.

We use handling equipment to take care of heavier items and our careful hands cater to the fragile items. We ensure the whole process is done smoothly by cautiously packing, loading and delivering your items to the new location, in their original form.

Selected Customers



WILLSA SERVICES LIMITED | TAN GLOBAL CLEARING AND FORWARDING LTD | GLORRIE INDUSTRIES LTD | DIAMOND WORLDWIDE LOGISTICS
 SHIP EXPRESS W.U GUANGZHOU INTERNATIONAL | TIANJIN MACHINERY CO | JASSANI FOOD INDUSTRIES | SENA INDO UGANDA LTD
 B&S GROUP OF COMPANIES LIMITED | JINJA PACKAGING SOLUTIONS LTD | TMK LOGISTICS LTD | COASTAL CONNECTION CARRIERS
 SUDKIVU GLOBAL LIMITED | KEN GROUP | ELVIS HARDWARE TRADERS | RIDELINK LTD | MUZUNGU GLASS | MAKEPASI
 MART | EXCEL MASTER STORES LTD | TERRAIN PLANT LTD | SPECIAL LOGISTICS GROUP LLC | MAKEPASI MATCH LTD
 METAL AND WOOD INDUSTRIES LTD | SABUNI NZURI COMPANY LTD | STELLAR PACKAGING SOLUTIONS PVT LTD
 GOLDEN CRANES STEEL LTD | ACE PACKAGING LTD | AUM LIMITED | SIMPLIFI NETWORKS LTD | SIIA GLOBAL IMPEX- SMC LTD |
 BORA LUBRICANTS LTD | MULSTAR TECHNICAL SERVICES | ATLAS STEEL LTD | WATERQUIP UGANDA LTD |
 NANOOMAL ISSARDAS MOTIWALLA (U) LTD

Customer Testimonials



TLA is a reliable team that has efficiently delivered our Cargo since 2015. They provide fast effective solutions for our freight and customs clearance needs.

Miss. Walda Mbabazi, Logistics Manager – Riham Group

“We have a successful partnership with True Line Africa Limited which satisfies our logistics needs. They are a professional team that have handled the majority of our exports & imports for the last two years. They are flexible, good at communicating & competitively priced.”

Mr. Calvin Keelan, Director
Agrivest Shipping DMCC



TLA are extremely professional and a pleasure to work with. In a market saturated with freight forwarders, their great communication and efficiency helps us mitigate arising logistics costs. I highly recommend them to any company that values efficiency and a bird's eye view on their cargo in transit.

Mr. Andrew Ejotu, Head of Logistics – Kyagalanyi Coffee LTD

Affiliations





Personalised Logistics

Trueline Africa Ltd

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