



Pink Plumber to Pay \$102,000 in Restitution and Penalties to Settle Claims of Deceptive Advertising

August 4, 2016

ATLANTA, GA- Attorney General Sam Olens today announced that Aames Heating and Plumbing, Inc. d/b/a The Pink Plumber and its owner Geoffrey Gillon have entered into an Assurance of Voluntary Compliance with the State of Georgia to resolve allegations that the company violated Georgia's Fair Business Practices Act.

Following an investigation of The Pink Plumber, the State alleged that the company regularly advertised septic pumping services for a price of \$195 or less, when the actual price consumers were charged was consistently higher. It also routinely represented that certain expensive services and products, namely "hydro jetting" and additive treatments, were necessary and of benefit when, according to various regulatory agencies, those services and products are of questionable benefit, at best, and may even cause damage to septic systems. Additionally, the company represented that certain of its employees could perform services that they were not certified to do.

"Our office is committed to protecting Georgians from companies who lure consumers in by advertising deceptively low prices," says Attorney General Olens. "We will not tolerate bait and switch tactics such as these."

By signing this settlement, The Pink Plumber and Mr. Gillon have agreed not to allow technicians to perform services that they are not certified by the State to perform, to refrain from false or misleading claims as to the price and/or effectiveness of its products and services, to pay \$27,190.14 in consumer restitution, and to pay penalties and fees to the State in the amount of \$75,000. Failure to comply with the settlement will cost the Company an additional \$125,000 in penalties.

The Georgia Department of Public Health, Environmental Health Division assisted in this investigation.
