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(54) Title: **COATING COLOUR**

(57) Abstract: A coating colour composition comprising an aqueous dispersion of (a) a pigment, (b) a binder, (c) a fluorescent whitener and (d) a water-soluble polymer formed from a water-soluble ethylenically unsaturated monomer or monomer blend, characterised in that the water-soluble polymer consists essentially of, (i) 90 to 100 mole % hydrophilic essentially nonionic repeating units and, (ii) 0 to 10 mole % anionic repeating units and has an average molecular weight of between 50,000 and 500,000.

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