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(54) Title: POLY(VINYL ALCOHOL) BINDER FOR CALCIUM CARBONATE PIGMENT

(57) Abstract: Production of a paper coating composition having improved low shear viscosity at a high solids level of fine particle size calcium carbonate. The improvement in low shear viscosity is achieved by dissolving a fine particle size, partially hydrolyzed, low molecular weight poly(vinyl alcohol) powder in an aqueous slurry of pigment particles containing predominantly fine particle size calcium carbonate. Dissolution of the poly(vinyl alcohol) is achieved without external heating or adding water to the slurry. The slurry can then be formulated with other components to produce the ink jet paper coating composition which, when applied to a paper substrate, provides excellent ink jet printability.