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(54) Title: SUBSTRATE COATING COMPOSITIONS AND THEIR USE

(57) Abstract: Coating compositions, methods of applying the coating compositions, and articles incorporating the coating compositions are provided. The coating compositions are useful for coating a variety of substrates to improve the appearance and printability of the substrates. The coating compositions incorporate pigment system, a binder, and a thickener system. The thickener system incorporates a polyvinyl alcohol polymer and a boron containing compound such as boric acid. The coating compositions exhibit viscosity characteristics equal or superior to coating compositions incorporating conventional thickeners while providing cost advantages over conventional thickener systems.



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