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(54) Title: IMPROVED LOW TITANIUM DIOXIDE COATINGS

(57) Abstract: An aqueous coating composition having a PVC of from 78 to 85% comprising, based on the total volume solids of the dry coating unless otherwise stated, a) opacifying pigment particles comprising: i) from 3 to 10% titanium dioxide, ii) from 0 to 20% of hollow polymeric particles; b) non-opacifying extender particles comprising: i) calcium magnesium carbonate, and/or ii) calcium carbonate, and/or iii) nepheline syenite, and/or iv) kaolin, wherein, i)+ii)+iii)+iv) = 40 to 80% and iv) is 0 to 20%; c) polymer binder particles of calculated Fox Tg of from 5 to 25°C having an acid value of from 15 to 65mg KOH/g of polymer and wherein the polymer particles are derived from acrylic monomers and optionally further comprising styrene and/or its derivatives; d) dispersant having a weight average molecular weight of at least 3500 Daltons and selected on the basis that the dispersant demand of a mixture of the opacifying pigment particles, other than the hollow polymeric particles, of a) and the extender particles of b) is greater than 0.35wt%, calculated on the weight of the titanium dioxide and extender particles; e) fugitive coalescing solvent, wherein the composition is free of non-fugitive coalescing solvent.



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