

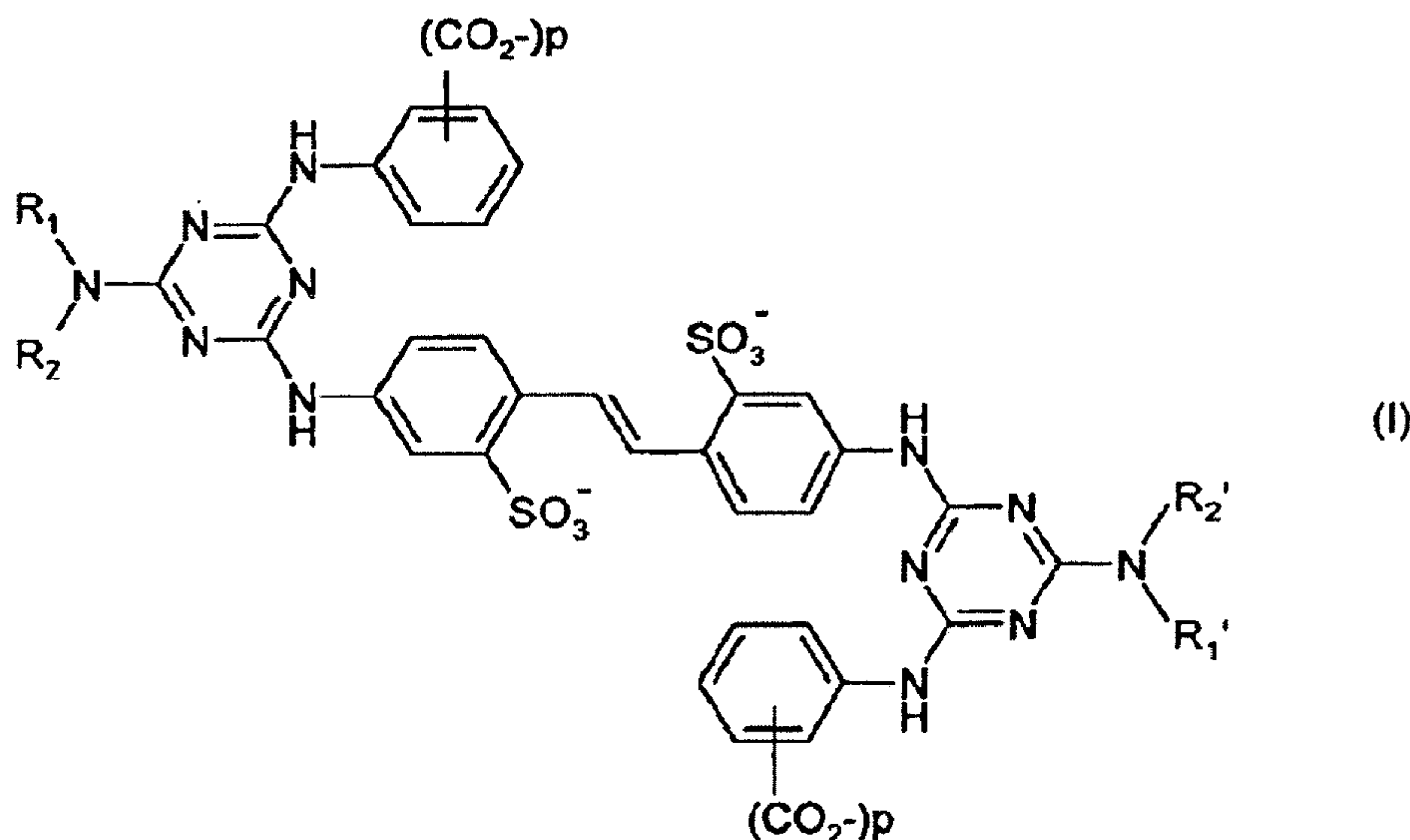


(86) Date de dépôt PCT/PCT Filing Date: 2012/08/04
(87) Date publication PCT/PCT Publication Date: 2013/02/14
(45) Date de délivrance/Issue Date: 2018/11/20
(85) Entrée phase nationale/National Entry: 2014/01/21
(86) N° demande PCT/PCT Application No.: EP 2012/003348
(87) N° publication PCT/PCT Publication No.: 2013/020693
(30) Priorité/Priority: 2011/08/11 (EP11006601.6)

(51) Cl.Int./Int.Cl. *C09B 67/00* (2006.01),
D21H 21/30 (2006.01)
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(54) Titre : COMPOSITION AQUEUSE AMELIOREE POUR LE BLANCHIMENT ET L'OMBREGE DANS DES APPLICATIONS DE REVETEMENT

(54) Title: IMPROVED AQUEOUS COMPOSITIONS FOR WHITENING AND SHADING IN COATING APPLICATIONS



(57) Abrégé/Abstract:

The instant invention relates to the Aqueous coating compositions for optical brightening and shading of substrates, comprising (a) at least one optical brightener of formula (I) in which the anionic charge on the brightener is balanced by a cationic charge

(57) Abrégé(suite)/Abstract(continued):

composed of one or more identical or different cations selected from the group consisting of hydrogen, an alkali metal cation, alkaline earth metal, ammonium, ammonium which is mono-, di-, tri- or tetrasubstituted by a C₁-C₄ linear or branched alkyl radical, ammonium which is mono-, di-, tri- or tetrasubstituted by a C₁-C₄ linear or branched hydroxyalkyl radical, ammonium which is, di-, tri- or tetrasubstituted by a mixture of C₁-C₄ linear or branched alkyl radical and linear or branched hydroxyalkyl radical or mixtures of said compounds, R₁ and R₁ may be the same or different, and each is hydrogen, C₁-C₄ linear or branched alkyl, C₂-C₄ linear or branched hydroxyalkyl, CH₂CO₂⁻, CH₂CH₂CONH₂ or CH₂CH₂CN, R₂ and R₂ may be the same or different, and each is C₁-C₄ linear or branched alkyl, C₂-C₄ linear or branched hydroxyalkyl, CH₂CO₂⁻, CH(CO₂⁻)CH₂CO₂⁻, CH(CO₂⁻)CH₂CH₂CO₂⁻, CH₂CH₂SO₃⁻, CH₂CH₂CO₂⁻, CH₂CH(CH₃)CO₂⁻, benzyl, or R₁ and R₂ and/or R₁ and R₂, together with the neighboring nitrogen atom signify a morpholine ring and p is 1 or 2, at least one shading dye of formula (II) signifies H, methyl or ethyl, signifies paramethoxyphenyl, methyl or ethyl, signifies a cation selected from the group consisting of hydrogen, an alkali metal cation, alkaline earth metal, ammonium, ammonium which is mono-, di-, tri- or tetrasubstituted by a C₁-C₄ linear or branched alkyl radical, ammonium which is mono-, di-, tri- or tetrasubstituted by a C₁-C₄ linear or branched hydroxyalkyl radical, ammonium which is, di-, tri- or tetrasubstituted by a mixture of C₁-C₄ linear or branched alkyl radical and linear or branched hydroxyalkyl radical or mixtures of said compounds, (c) at least one white pigment, (d) at least one primary binder, (e) optionally one or more secondary binders and and (f) water.

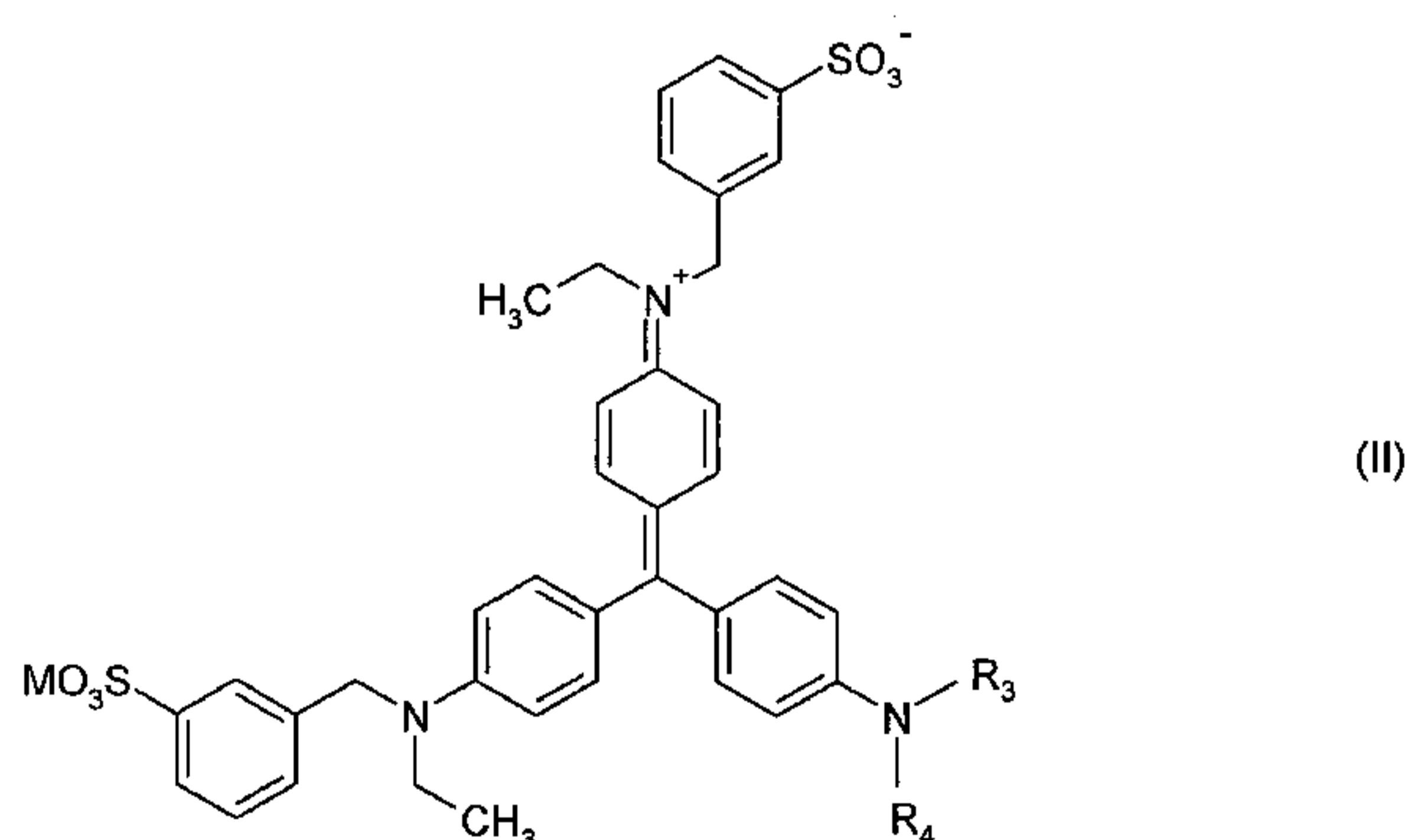
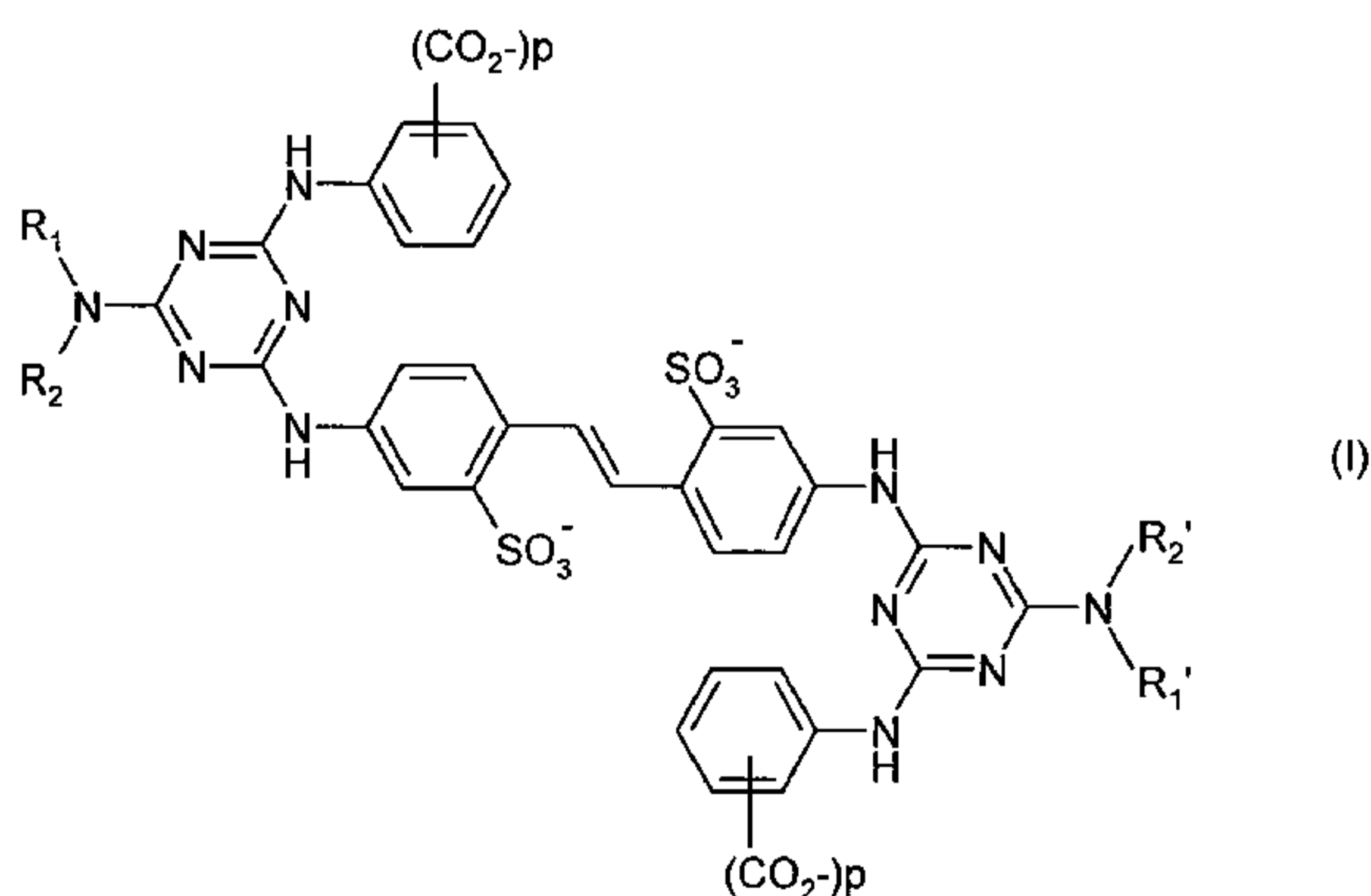
(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property
Organization
International Bureau(10) International Publication Number
WO 2013/020693 A1(43) International Publication Date
14 February 2013 (14.02.2013)

- (51) International Patent Classification:
C09B 67/00 (2006.01) *D21H 21/30* (2006.01) [GB/CH]; Lange Ruetti 6, CH-4142 Münchenstein BL (CH).
- (21) International Application Number: PCT/EP2012/003348
- (22) International Filing Date: 4 August 2012 (04.08.2012)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
11006601.6 11 August 2011 (11.08.2011) EP
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- (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.
- (84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV,

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(54) Title: IMPROVED AQUEOUS COMPOSITIONS FOR WHITENING AND SHADING IN COATING APPLICATIONS



(57) Abstract: The instant invention relates to the Aqueous coating compositions for optical brightening and shading of substrates, comprising (a) at least one optical brightener of formula (I) in which the anionic charge on the brightener is balanced by a cationic charge composed of one or more identical or different cations selected from the group consisting of hydrogen, an alkali metal cation, alkaline earth metal, ammonium, ammonium which is mono-, di-, tri- or tetrasubstituted by a C₁-C₄ linear or branched alkyl radical, ammonium which is mono-, di-, tri- or tetrasubstituted by a C₁-C₄ linear or branched hydroxyalkyl radical, ammonium which is, di-, tri- or tetrasubstituted by a mixture of C₁-C₄ linear or branched alkylradical and linear or branched hydroxyalkyl radical or mixtures of said compounds, R₁ and R₁ may be the same or different, and each is hydrogen, C₁-C₄ linear or branched alkyl, C₂-C₄ linear or branched hydroxyalkyl, CH₂CO₂⁻, CH₂CH₂CONH₂ or CH₂CH₂CN, R₂ and R₂ may be the same or different, and each is C₁-C₄ linear or branched alkyl, C₂-C₄ linear or branched hydroxyalkyl, CH₂CO₂⁻, CH(CO₂⁻)CH₂CO₂⁻, CH(CO₂⁻)CH₂CH₂CO₂⁻, CH₂CH₂SO₃⁻, CH₂CH₂CO₂⁻, CH₂CH(CH₃)CO₂⁻, benzyl, or R₁ and R₂ and/or R₁ and R₂, together with the neighboring nitrogen atom signify a morpholine ring and p is 1 or 2, at least one shading dye of formula (II) signifies H, methyl or ethyl, signifies paramethoxyphenyl, methyl or ethyl, signifies a cation selected from the group consisting of hydrogen, an alkali metal cation, alkaline earth metal, ammonium, ammonium which is mono-, di-, tri- or tetrasubstituted by a C₁-C₄ linear or branched alkyl radical, ammonium which is

mono-, di-, tri- or tetrasubstituted by a C₁-C₄ linear or branched hydroxyalkyl radical, ammonium which is, di-, tri- or tetrasubstituted by a mixture of C₁-C₄ linear or branched alkylradical and linear or branched hydroxyalkyl radical or mixtures of said compounds, (c) at least one white pigment, (d) at least one primary binder, (e) optionally one or more secondary binders and and (f) water.

WO 2013/020693 A1



MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, **Published:**
SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, — *with international search report (Art. 21(3))*
GW, ML, MR, NE, SN, TD, TG).

Improved aqueous Compositions for whitening and shading in Coating Applications

5 The instant invention relates to aqueous coating compositions comprising derivatives of diaminostilbene optical brightener, shading dyes, white pigments, primary binders, and optionally secondary binders which can be used to provide coated substrates of high whiteness and brightness.

10 Background of the Invention

It is well known that the whiteness and thereby the attractiveness of coated papers can be improved by the addition of optical brighteners and shading dyes to the coating composition.

15

WO 0218705 A1 however teaches that the use of shading dyes, while having a positive effect on whiteness, has a negative impact on brightness. The solution to this problem is to add additional optical brightener, the advantage claimed in WO 0218705 A1 being characterized by the use of a mixture comprising at least
20 one direct dye (exemplified by C.I. Direct Violet 35) and at least one optical brightener.

In order to satisfy the demand for coated papers of higher whiteness and brightness, there is a need for more efficient shading compositions.

25

Surprisingly, we have now discovered shading dyes which have a strongly positive effect on whiteness while having little or no effect on brightness, and which can be used in coating compositions comprising optical brighteners, white pigments, primary binders, and optionally secondary binders in order to enable the
30 papermaker to reach high levels of whiteness and brightness.

Therefore, the goal of the present invention is to provide aqueous coated compositions containing derivatives of diaminostilbene optical brightener, certain

shading dyes, white pigments, primary binders, and optionally secondary binders, which afford enhanced high whiteness levels while avoiding the disadvantages characterized by the use of shading dyes (loss of brightness) or pigments (lower whiteness build) recognized as being state-of-the-art.

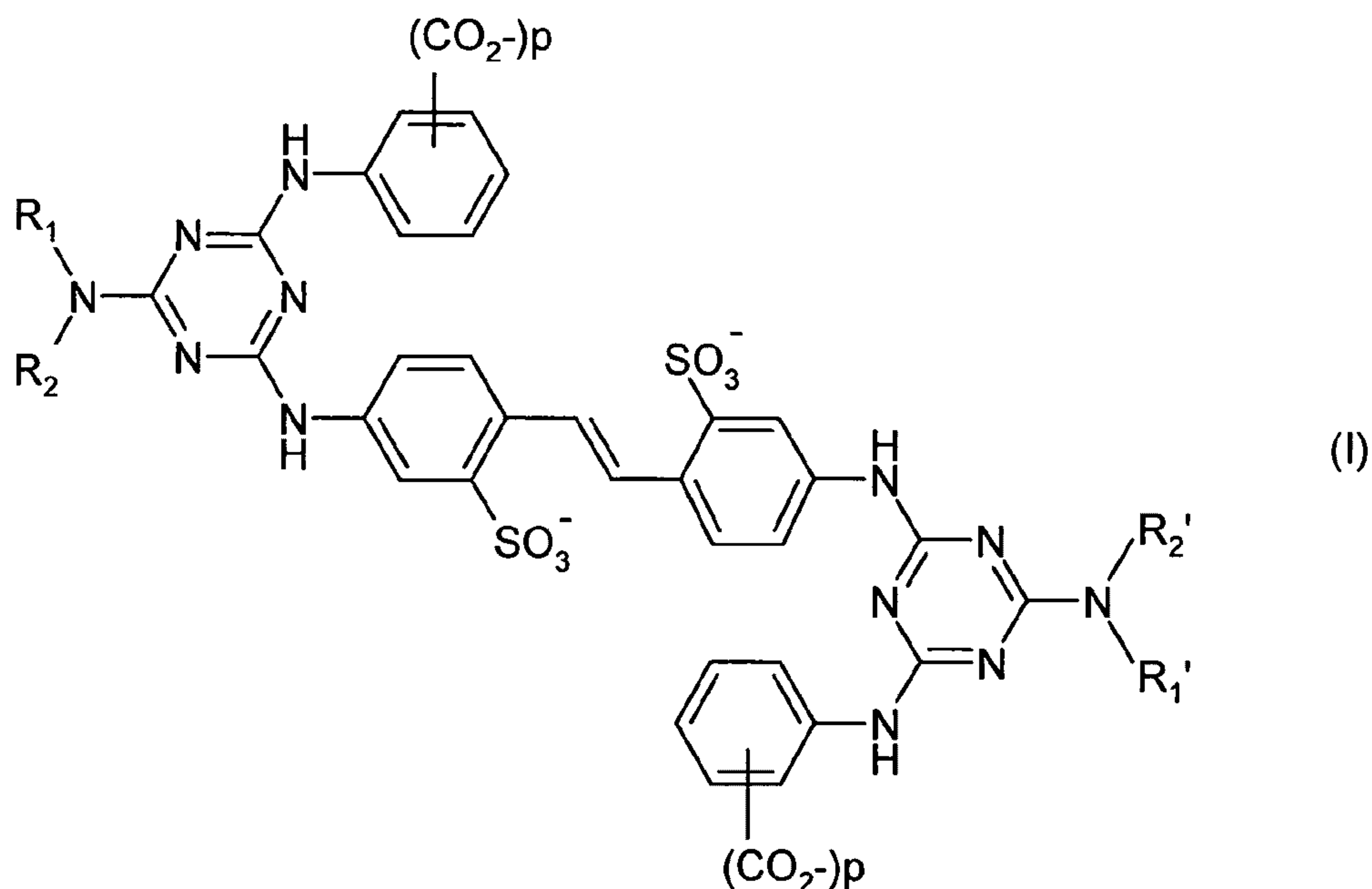
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Description of the Invention

The present invention therefore provides aqueous coating compositions for optical brightening and shading of substrates, preferably paper, comprising

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(a) at least one optical brightener of formula (I)



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in which

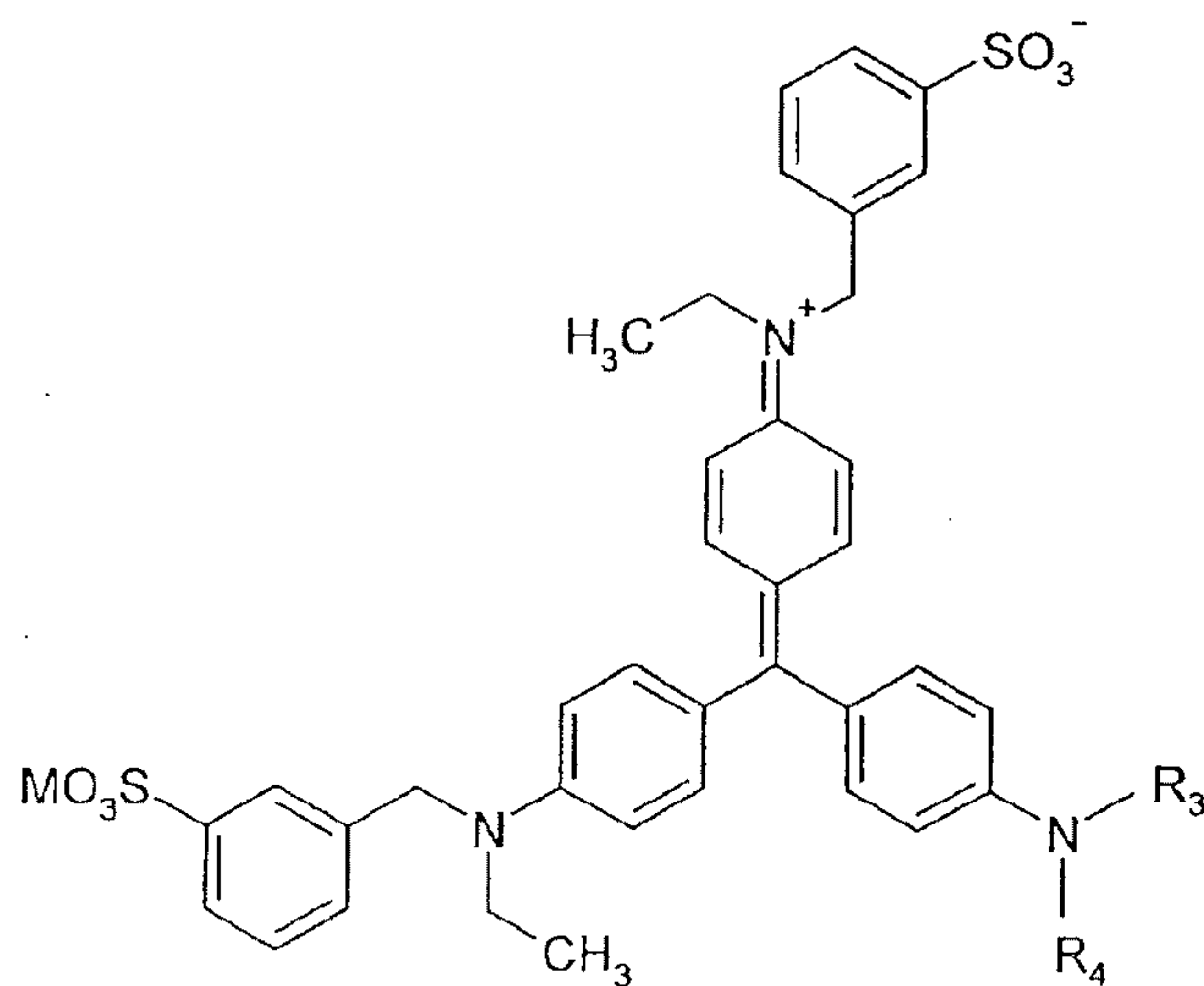
the anionic charge on the brightener is balanced by a cationic charge composed of one or more identical or different cations selected from the group consisting of hydrogen, an alkali metal cation, alkaline earth metal, ammonium, ammonium which is mono-, di-, tri- or tetrasubstituted by a C₁-C₄ linear or branched alkyl radical, ammonium which is mono-, di-, tri- or tetrasubstituted by a C₁-C₄ linear or branched hydroxyalkyl radical, ammonium which is, di-, tri- or tetrasubstituted by a

20

mixture of C₁-C₄ linear or branched alkyl radical and linear or branched hydroxyalkyl radical and mixtures of said compounds,

- R₁ and R₁' may be the same or different, and each is hydrogen, C₁-C₄ linear or branched alkyl, C₂-C₄ linear or branched hydroxyalkyl, CH₂CO₂⁻, CH₂CH₂CONH₂ or CH₂CH₂CN,
- R₂ and R₂' may be the same or different, and each is C₁-C₄ linear or branched alkyl, C₂-C₄ linear or branched hydroxyalkyl, CH₂CO₂⁻, CH(CO₂⁻)CH₂CO₂⁻, CH(CO₂⁻)CH₂CH₂CO₂⁻, CH₂CH₂SO₃⁻, CH₂CH₂CO₂⁻, CH₂CH(CH₃)CO₂⁻, benzyl, or
- R₁ and R₂ and/or R₁' and R₂', together with the neighboring nitrogen atom signify a morpholine ring and
- p is 1 or 2,

(b) at least one shading dye of formula (II)



(II)

in which

- R₃ signifies H, methyl or ethyl,
- R₄ signifies paramethoxyphenyl, methyl or ethyl,
- M signifies a cation selected from the group consisting of hydrogen, an alkali metal cation, alkaline earth metal, ammonium, ammonium which is mono-,

di-, tri- or tetrasubstituted by a C₁-C₄ linear or branched alkyl radical,
 ammonium which is mono-, di-, tri- or tetrasubstituted by a C₁-C₄ linear or
 branched hydroxyalkyl radical, ammonium which is, di-, tri- or
 tetrasubstituted by a mixture of C₁-C₄ linear or branched alkyl radical and
 5 linear or branched hydroxyalkyl radical or mixtures of said compounds,

- (c) at least one white pigment,
- (d) at least one primary binder,
- 10 (e) optionally one or more secondary binders, and
- (f) water.

15 In compounds of formula (I) for which p is 1, the CO₂⁻ group is preferably in the 2
 or 4-position of the phenyl ring.

Preferred compounds of formula (I) are those in which
 the anionic charge on the brightener is balanced by a cationic charge composed of
 20 one or more identical or different cations selected from the group consisting of
 hydrogen, an alkali metal cation, alkaline earth metal, ammonium which is mono-,
 di-, tri- or tetrasubstituted by a C₁-C₄ linear or branched hydroxyalkyl radical,
 ammonium which is, di-, tri- or tetrasubstituted by a mixture of C₁-C₄ linear or
 branched alkyl radical and linear or branched hydroxyalkyl radical or mixtures of
 25 said compounds,

R₁ and R₁' may be the same or different, and each is hydrogen, C₁-C₄ linear or
 branched alkyl, C₂-C₄ linear or branched hydroxyalkyl, CH₂CO₂⁻,
 CH₂CH₂CONH₂ or CH₂CH₂CN,

R₂ and R₂' may be the same or different, and each is C₁-C₄ linear or branched
 30 alkyl, C₂-C₄ linear or branched hydroxyalkyl, CH₂CO₂⁻,
 CH(CO₂⁻)CH₂CO₂⁻ or CH₂CH₂SO₃⁻ and

p is 1 or 2.

More preferred compounds of formula (I) are those in which the anionic charge on the brightener is balanced by a cationic charge composed of one or more identical or different cations selected from the group consisting of Li^+ , Na^+ , K^+ , Ca^{2+} , Mg^{2+} , ammonium which is mono-, di-, tri- or tetrasubstituted by a

5 $\text{C}_1\text{-C}_4$ linear or branched hydroxyalkyl radical, ammonium which is, di-, tri- or tetrasubstituted by a mixture of $\text{C}_1\text{-C}_4$ linear or branched alkylradical and linear or branched hydroxyalkyl radical or mixtures of said compounds,

R_1 and R_1' may be the same or different, and each is hydrogen, methyl, ethyl, propyl, α -methylpropyl, β -methylpropyl, β -hydroxyethyl,

10 β -hydroxypropyl, CH_2CO_2^- , $\text{CH}_2\text{CH}_2\text{CONH}_2$ or $\text{CH}_2\text{CH}_2\text{CN}$,

R_2 and R_2' may be the same or different, and each is methyl, ethyl, propyl, α -methylpropyl, β -methylpropyl, β -hydroxyethyl, β -hydroxypropyl, CH_2CO_2^- , $\text{CH}(\text{CO}_2^-)\text{CH}_2\text{CO}_2^-$ or $\text{CH}_2\text{CH}_2\text{SO}_3^-$ and

p is 1 or 2.

15

Especially preferred compounds of formula (I) are those in which the anionic charge on the brightener is balanced by a cationic charge composed of one or more identical or different cations selected from the group consisting of Na^+ , K^+ , triethanolammonium, N-hydroxyethyl-N,N-dimethylammonium,

20 N-hydroxyethyl-N,N-diethylammonium or mixtures of said compounds,

R_1 and R_1' may be the same or different, and each is hydrogen, methyl, ethyl, propyl, β -hydroxyethyl, β -hydroxypropyl, CH_2CO_2^- , $\text{CH}_2\text{CH}_2\text{CONH}_2$ or $\text{CH}_2\text{CH}_2\text{CN}$,

R_2 and R_2' may be the same or different, and each is ethyl, propyl,

25 β -hydroxyethyl, β -hydroxypropyl, CH_2CO_2^- , $\text{CH}(\text{CO}_2^-)\text{CH}_2\text{CO}_2^-$ or $\text{CH}_2\text{CH}_2\text{SO}_3^-$ and

p is 1.

Compound of formula (I) is used in an amount typically of from 0.01 to 5 % by weight, preferably in the range of from 0.05 to 3 % by weight, the % by weight being based on the total weight of dry white pigment.

30

Preferred compounds of formula (II) are those in which

R₃ signifies H, methyl or ethyl,

R₄ signifies paramethoxyphenyl, methyl or ethyl,

M signifies a cation selected from the group consisting of hydrogen, an alkali metal cation, alkaline earth metal, ammonium which is mono-, di-, tri- or tetrasubstituted by a C₁-C₄ linear or branched hydroxyalkyl radical, ammonium which is, di-, tri- or tetrasubstituted by a mixture of C₁-C₄ linear or branched alkylradical and linear or branched hydroxyalkyl radical or mixtures of said compounds.

10 More preferred compounds of formula (II) are those in which

R₃ signifies methyl or ethyl,

R₄ signifies methyl or ethyl,

M signifies a cation selected from the group consisting of Li⁺, Na⁺, K⁺, ½ Ca²⁺, ½ Mg²⁺, ammonium which is mono-, di-, tri- or tetrasubstituted by a C₁-C₄ linear or branched hydroxyalkyl radical, ammonium which is, di-, tri- or tetrasubstituted by a mixture of C₁-C₄ linear or branched alkylradical and linear or branched hydroxyalkyl radical or mixtures of said compounds.

Especially preferred compounds of formula (II) are those in which

20 R₃ signifies methyl or ethyl,

R₄ signifies methyl or ethyl,

M signifies a cation selected from the group consisting of Na⁺, K⁺, triethanolammonium, N-hydroxyethyl-N,N-dimethylammonium, N-hydroxyethyl-N,N-diethylammonium or mixtures of said compounds.

25

Compound of formula (II) is used in an amount typically of from 0.00001 to 0.05 % by weight, preferably in the range of from 0.00005 to 0.02 % by weight, the % by weight being based on the total weight of dry white pigment.

30 Although it is possible to produce coating compositions that are free from white pigments, the best white substrates for printing are made using opaque coating compositions comprise from 10 to 70 % by weight of white pigments, preferably of from 40 to 60 % by weight of white pigments, the % by weight being based on the

total weight of the coating composition. Such white pigments are generally inorganic pigments, e.g., aluminium silicates (kaolin, otherwise known as china clay), calcium carbonate (chalk), titanium dioxide, aluminium hydroxide, barium carbonate, barium sulphate, or calcium sulphate (gypsum). Preferably a mixture of
5 from 10 to 20 % by weight of clay and of from 30 to 40 % by weight of chalk is used as white pigments, the % by weight being based on the total weight of the coating composition.

The binders may be any of those commonly used in the paper industry for the
10 production of coating compositions and may consist of a single binder or of a mixture of primary and secondary binders.

The sole or primary binder is preferably a synthetic latex, typically a styrene-butadiene, vinyl acetate, styrene acrylic, vinyl acrylic or ethylene vinyl acetate
15 polymer. The preferred primary binder is a latex binder.

The sole or primary binder is used in an amount typically in the range of from 2 to
20 25 % by weight, preferably of from 4 to 20 % by weight, the % by weight being based on the total weight of white pigment.

The secondary binder which may be optionally used may be, e.g., starch, carboxymethylcellulose, casein, soy polymers, polyvinyl alcohol or a mixture of
any of the above. The preferred secondary binder which may be optionally used is
25 a polyvinyl alcohol binder.

The polyvinyl alcohol which may be optionally used in the coating composition as
secondary binder has preferably a degree of hydrolysis greater than or equal to
60 % and a Brookfield viscosity of from 2 to 80 mPa.s (4 % aqueous solution at
20 °C). More preferably, the polyvinyl alcohol has a degree of hydrolysis greater
30 than or equal to 80 % and a Brookfield viscosity of from 2 to 40 mPa.s (4 %
aqueous solution at 20 °C).

When optionally used, the secondary binder is used in an amount typically in the range of from 0.1 to 20 % by weight, preferably of from 0.2 to 8 % by weight, more preferably of from 0.3 to 6 % by weight, the % by weight being based on the total weight of white pigment.

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The pH value of the coating composition is typically in the range of from 5 to 13, preferably of from 6 to 11, more preferably of from 7 to 10. Where it is necessary to adjust the pH of the coating composition, acids or bases may be employed.

Examples of acids which may be employed include but are not restricted to hydrochloric acid, sulphuric acid, formic acid and acetic acid. Examples of bases which may be employed include but are not restricted to alkali metal and alkaline earth metal hydroxide or carbonates, ammonia or amines.

In addition to one or more compounds of formula (I), one or more compounds of formula (II), one or more white pigments, one or more binders, optionally one or more secondary binders and water, the coating composition may contain by-products formed during the preparation of compounds of formula (I) and compounds of formula (II) as well as other conventional paper additives. Examples of such additives are for example antifreezers, dispersing agents, synthetic or natural thickeners, carriers (e.g. polyethylene glycols), defoamers, wax emulsions, dyes, inorganic salts, solubilizing aids, preservatives, complexing agents, biocides, cross-linkers, pigments, special resins etc.

The coating composition may be prepared by adding one or more compounds of formula (I) and one or more compounds of formula (II), to a preformed aqueous dispersion of one or more binders, optionally one or more secondary binders and one or more white pigments.

One or more compounds of formula (I) and one or more compounds of formula (II) can be added in any order or at the same time to the preformed aqueous dispersion of one or more binders, optionally one or more secondary binders and one or more white pigments.

One or more compounds of formula (I), one or more compounds of formula (II) and optionally one or more secondary binders can be added as solids or as preformed aqueous solutions to the preformed aqueous dispersion of one or more white pigments.

5

The present invention further provides a process for the optical brightening and tinting of paper substrates characterized in that an aqueous coating composition containing at least one optical brightener, at least one certain shading dye, at least one white pigment, at least one binder and optionally at least one secondary

10 binder is used.

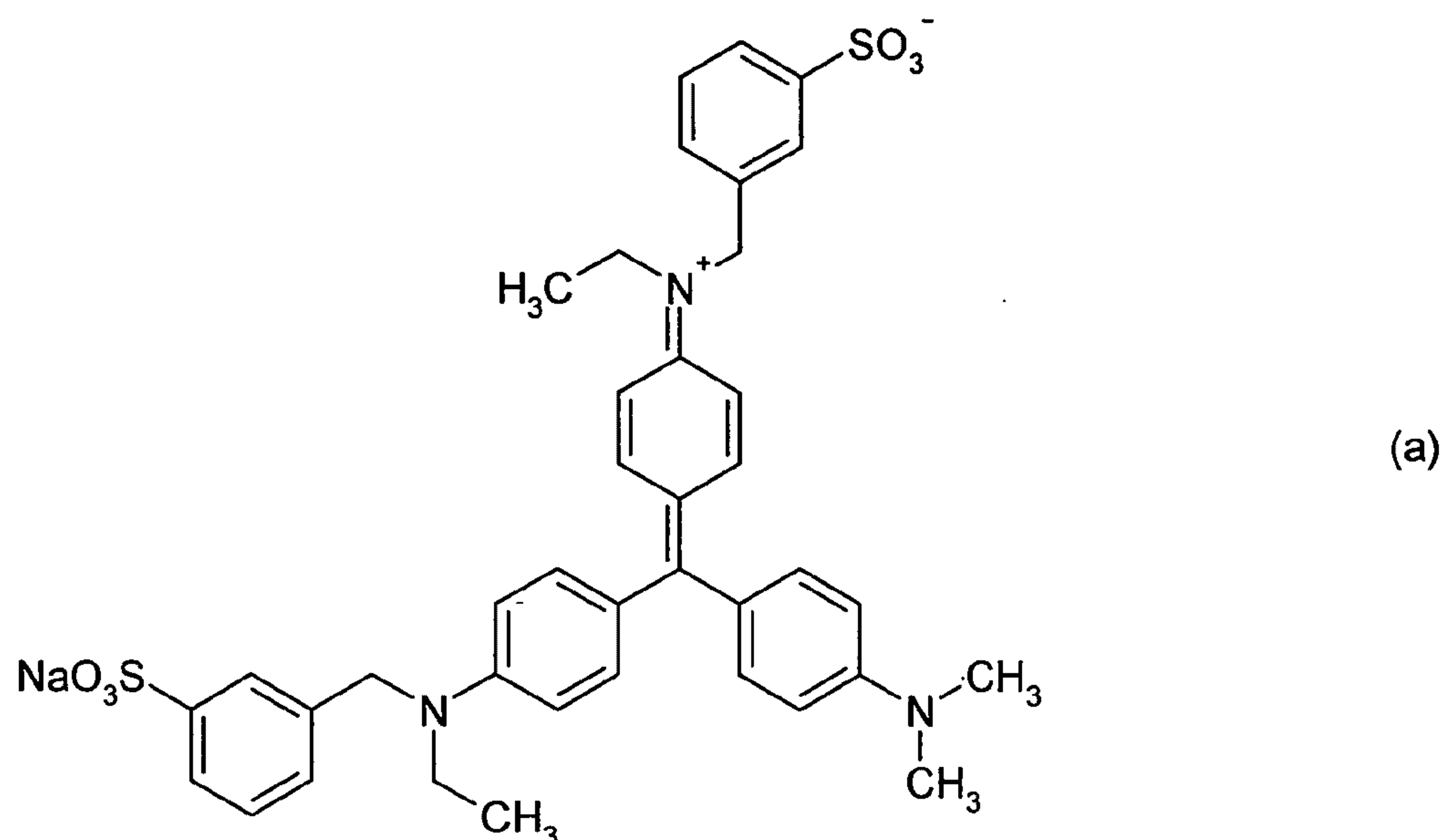
When used as a preformed aqueous solution, the concentration of compound of formula (I) in water is preferably of from 1 to 80 % by weight, more preferably of from 2 to 50 % by weight, even more preferably from 10 to 30 % by weight, the
15 % by weight being based on the total weight of the preformed aqueous solution containing the compound of formula (I).

When used as a preformed aqueous solution, the concentration of compound of formula (II) in water is preferably of from 0.001 to 30 % by weight, more preferably
20 of from 0.01 to 25 % by weight, even more preferably from 0.02 to 20 % by weight, the % by weight being based on the total weight of the preformed aqueous solution containing the compound of formula (II).

When used as a preformed aqueous solution, the concentration of secondary
25 binders in water is preferably of from 1 to 50 % by weight, more preferably of from 2 to 40 % by weight, even more preferably from 5 to 30 % by weight, the % by weight being based on the total weight of the preformed aqueous solution containing the secondary binders.

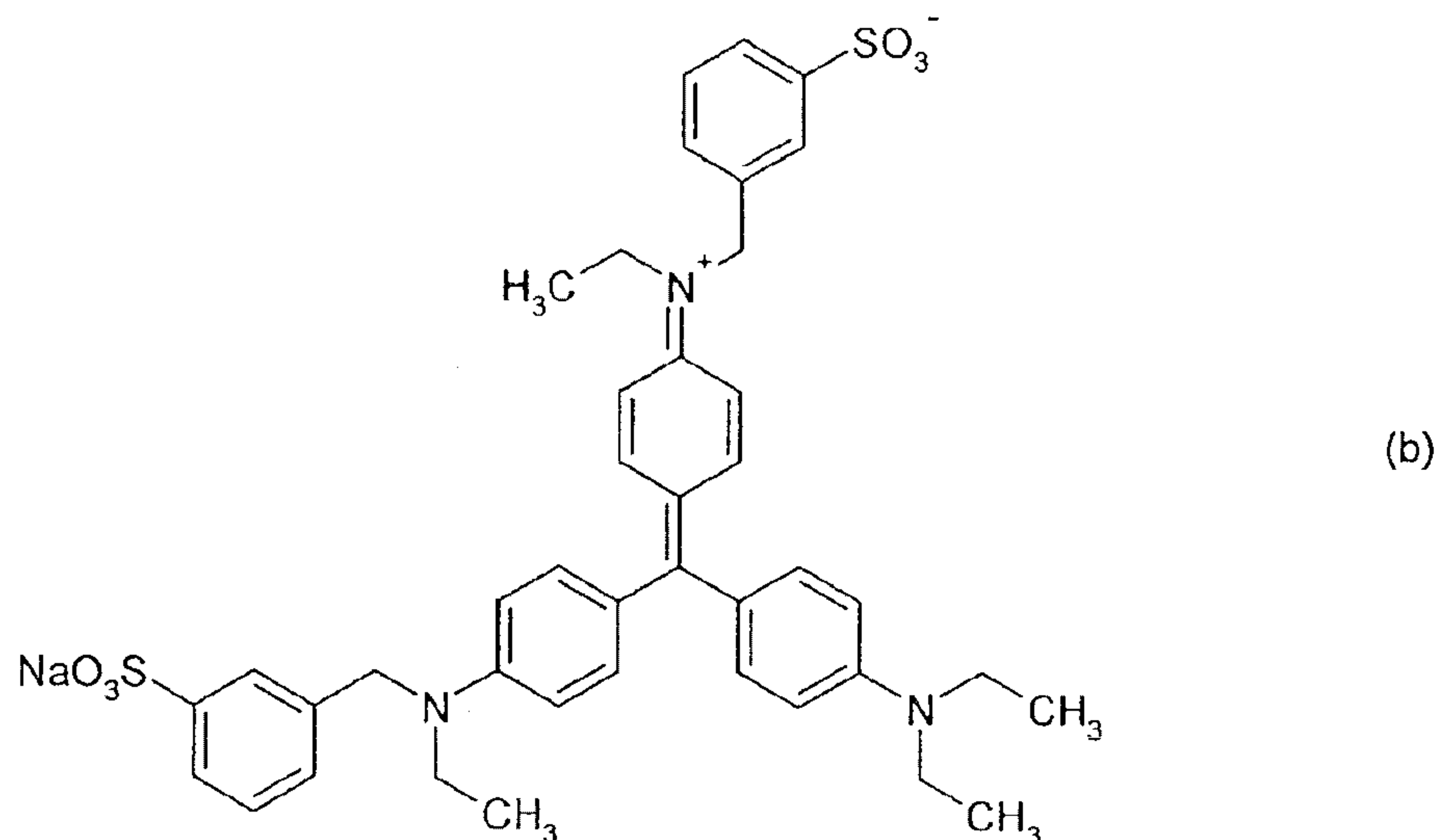
30 The following examples shall demonstrate the instant invention in more details. In the present application, if not indicated otherwise, "parts" means "parts by weight" and "%" means "% by weight".

mixture is stirred for 1 hour at room temperature to afford 1000 parts of an aqueous formulation (S1a) containing compound of formula (a) at a concentration of 0.2 weight %, the weight % being based on the total weight of the final aqueous formulation (S1a) and 0.177 mol per kg of compound of formula (1). The resulting aqueous formulation (S1a) has a pH in the range of from 8.0 to 9.0.



Preparative Example 1b

An aqueous solution (S1b) is prepared by slowly adding 2 parts of compound of formula (b) and 155 parts of water to 843 parts of a preformed aqueous mixture containing 0.210 mol per kg of compound of formula (1) (synthesized according to example 1 in WO 2011/033064-A2 with the sole difference that the final solution was ultra-filtered to remove salts and concentrated to 0.210 mol per kg of compound of formula (1)) at room temperature with efficient stirring. The obtained mixture is stirred for 1 hour at room temperature to afford 1000 parts of an aqueous solution (S1b) containing compound of formula (b) at a concentration of 0.2 weight %, the weight % being based on the total weight of the final aqueous solution (S1b) and 0.177 mol per kg of compound of formula (1). The resulting aqueous solution (S1b) has a pH in the range of from 8.0 to 9.0.



Comparative Example 1c

An aqueous solution (S1c) is prepared by slowly adding 18.2 parts of a preformed aqueous solution containing 11 weight % of C.I. Direct Violet 35, the weight % being based on the total weight of the aqueous C.I. Direct Violet 35 preformed solution and 138.8 parts of water to 843 parts of a preformed aqueous mixture containing 0.210 mol per kg of compound of formula (1) (synthesized according to example 1 in WO 2011/033064-A2 with the sole difference that the final solution was ultra-filtered to remove salts and concentrated to 0.210 mol per kg of compound of formula (1)) at room temperature with efficient stirring. The obtained mixture is stirred for 1 hour at room temperature to afford 1000 parts of an aqueous solution (S1c) containing C.I. Direct Violet 35 at a concentration of 0.2 weight %, the weight % being based on the total weight of the final aqueous solution (S1c) and 0.177 mol per kg of compound of formula (1). The resulting aqueous solution (S1c) has a pH in the range of from 8.0 to 9.0.

Application Example 1

A coating composition is prepared containing 70 parts chalk (commercially available under the trade name Hydrocarb 90TM from OMYA), 30 parts clay (commercially available under the trade name Kaolin SPS from IMERYS), 42.8 parts water, 0.6 parts dispersing agent (a sodium salt of a polyacrylic acid

commercially available under the trade name Polysalz STM from BASF), 20 parts of 50 % latex (a styrene butadiene copolymer commercially available under the trade name DL 921 from Dow) and 0.8 parts of a polyvinyl alcohol having a degree of hydrolysis of 98 - 99 % and Brookfield viscosity of 4.0 - 5.0 mPa.s (4 % aqueous solution at 20 °C). The solids content of the coating composition is adjusted to approx. 65 % by the addition of water, and the pH is adjusted to 8 - 9 with sodium hydroxide.

Aqueous solutions (S1), (S1a), (S1b) and (S1c) prepared according to preparative example 1, 1a and 1b and comparative example 1c respectively are added to the stirred coating composition at a range of concentrations of from 0 to 2 weight % (from 0 to 0.4 % by weight of compound of formula (1) based on dry solid), the % by weight being based on the total weight of the dry pigment.

The coating composition is then applied to a commercial 75 gsm neutral-sized white paper base sheet using an automatic wire-wound bar applicator with a standard speed setting and a standard load on the bar. The coated paper is then dried for 5 minutes in a hot air flow. Afterwards the paper is allowed to condition and measured then for CIE Whiteness and brightness on a calibrated Elrepho spectrophotometer. Results are depicted in table 1a and 1b respectively and clearly shows the significant improvement in whiteness while avoiding the disadvantages characterized by the use of shading dyes (loss of brightness).

Table 1a

Conc. %	CIE Whiteness		
	Solution (S1) from preparative example 1	Solution (S1a) from preparative example 1a	Solution (S1b) from preparative example 1b
0.0	84.2	84.2	84.2
0.3	98.8	100.6	100.6
0.6	106.4	108.9	108.8
0.9	108.9	112.5	111.6

1.2	109.1	114.0	114.0
1.5	109.4	115.7	115.6

Table 1b

Conc. %	Brightness			
	Solution (S1) from preparative example 1	Solution (S1a) from preparative example 1a	Solution (S1b) from preparative example 1b	Solution (S1c) from comparative example 1c
0.0	88.8	88.8	88.8	88.8
0.3	93.6	93.4	93.6	92.7
0.6	96.3	96.0	95.9	94.0
0.9	98.0	97.1	97.0	93.2
1.2	97.8	96.9	97.0	92.5
1.5	98.2	97.1	97.1	92.1

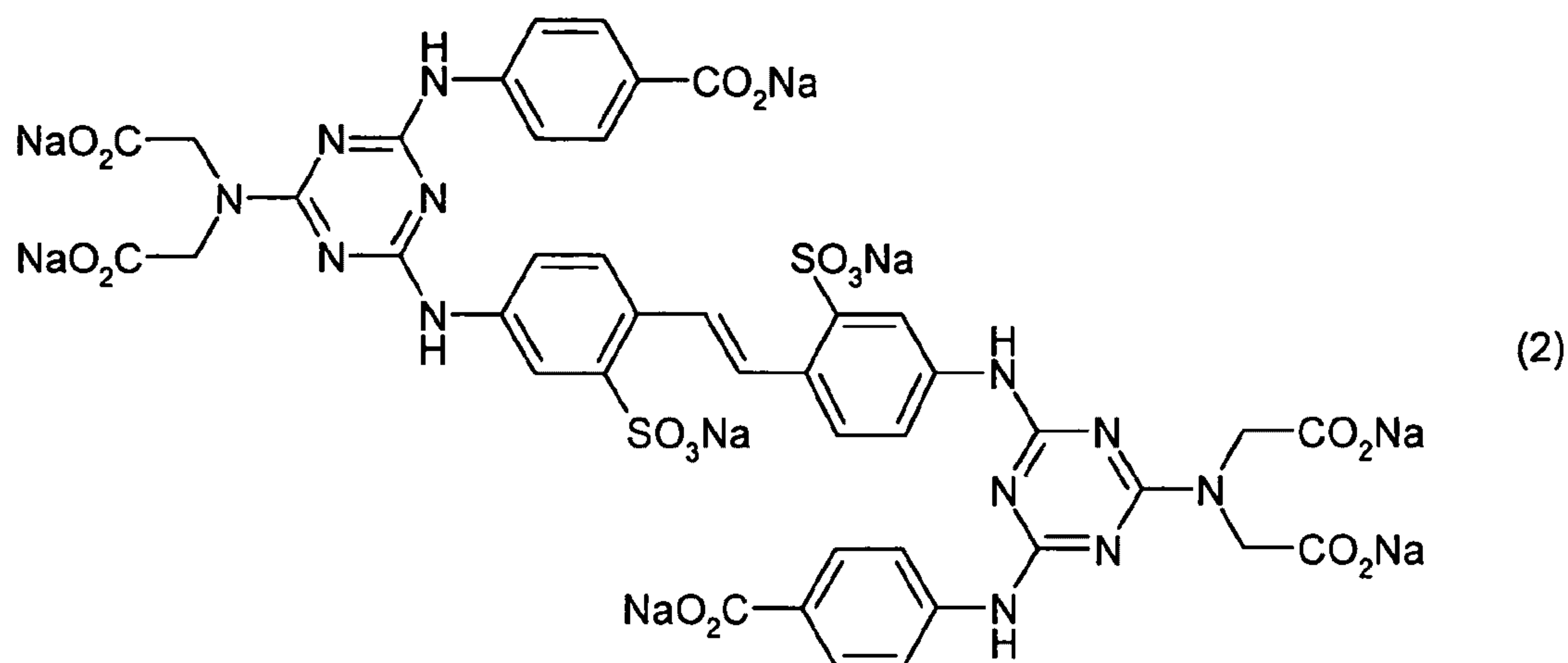
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Preparative Example 2

An aqueous solution (S2) is prepared by slowly adding 157 parts of water to 843 parts of a preformed aqueous mixture containing 0.210 mol per kg of compound of formula (2) (synthesized according to example 1 in

10 WO 2011/033064-A2 with the sole differences that iminodiacetic acid is used instead of diethanolamine and the final solution is concentrated to 0.210 mol per kg of compound of formula (2)) at room temperature with efficient stirring. The obtained mixture is stirred for 1 hour at room temperature to afford 1000 parts of an aqueous solution (S2) containing 0.177 mol per kg of compound of formula (2).

15 The resulting aqueous solution (S2) has a pH in the range of from 8.0 to 9.0.



Preparative Example 2a

An aqueous solution (S2a) is prepared by slowly adding 2 parts of compound of
 5 formula (a) and 155 parts of water to 843 parts of a preformed aqueous mixture
 containing 0.210 mol per kg of compound of formula (2) (synthesized according to
 example 1 in WO 2011/033064-A2 with the sole differences that iminodiacetic acid
 is used instead of diethanolamine and the final solution is concentrated to
 0.210 mol per kg of compound of formula (2)) at room temperature with efficient
 10 stirring. The obtained mixture is stirred for 1 hour at room temperature to afford
 1000 parts of an aqueous solution (S2a) containing compound of formula (a) at a
 concentration of 0.2 weight %, the weight % being based on the total weight of the
 final aqueous solution (S2a) and 0.177 mol per kg of compound of formula (2).
 The resulting aqueous solution (S2a) has a pH in the range of from 8.0 to 9.0.

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Preparative Example 2b

An aqueous solution (S2b) is prepared by slowly adding 2 parts of compound of
 formula (b) and 155 parts of water to 843 parts of a preformed aqueous mixture
 containing 0.210 mol per kg of compound of formula (2) (synthesized according to
 20 example 1 in WO 2011/033064-A2 with the sole differences that iminodiacetic acid
 is used instead of diethanolamine and the final solution is concentrated to
 0.210 mol per kg of compound of formula (2)) at room temperature with efficient
 stirring. The obtained mixture is stirred for 1 hour at room temperature to afford
 1000 parts of an aqueous solution (S2b) containing compound of formula (b) at a

concentration of 0.2 weight %, the weight % being based on the total weight of the final aqueous solution (S2b) and 0.177 mol per kg of compound of formula (2). The resulting aqueous solution (S2b) has a pH in the range of from 8.0 to 9.0.

5 Comparative Example 2c

An aqueous solution (S2c) is prepared by slowly adding 18.2 parts of a preformed aqueous solution containing 11 weight % of C.I. Direct Violet 35, the weight % being based on the total weight of the aqueous C.I. Direct Violet 35 preformed solution and 138.8 parts of water to 843 parts of a preformed aqueous mixture containing 0.210 mol per kg of compound of formula (2) (synthesized according to example 1 in WO 2011/033064-A2 with the sole differences that iminodiacetic acid is used instead of diethanolamine and the final solution is concentrated to 0.210 mol per kg of compound of formula (2)) at room temperature with efficient stirring. The obtained mixture is stirred for 1 hour at room temperature to afford 1000 parts of an aqueous solution (S2c) containing C.I. Direct Violet 35 at a concentration of 0.2 weight %, the weight % being based on the total weight of the final aqueous solution (S2c) and 0.177 mol per kg of compound of formula (2). The resulting aqueous solution (S2c) has a pH in the range of from 8.0 to 9.0.

20 Application Example 2

A coating composition is prepared containing 70 parts chalk (commercially available under the trade name Hydrocarb 90 from OMYA), 30 parts clay (commercially available under the trade name Kaolin SPS from IMERYS), 42.8 parts water, 0.6 parts dispersing agent (a sodium salt of a polyacrylic acid commercially available under the trade name Polysalz S from BASF), 20 parts of 50 % latex (a styrene butadiene copolymer commercially available under the trade name DL 921 from Dow) and 0.8 parts of a polyvinyl alcohol having a degree of hydrolysis of 98 - 99 % and Brookfield viscosity of 4.0 - 5.0 mPa.s (4 % aqueous solution at 20 °C). The solids content of the coating composition is adjusted to approx. 65 % by the addition of water, and the pH is adjusted to 8 - 9 with sodium hydroxide.

Aqueous solutions (S2), (S2a), (S2b) and (S2c) prepared according to preparative example 2, 2a and 2b and comparative example 2c respectively are added to the

stirred coating composition at a range of concentrations of from 0 to 2 weight % (from 0 to 0.4 % by weight of compound of formula (2) based on dry solid), the % by weight being based on the total weight of the dry pigment.

The coating composition is then applied to a commercial 75 gsm neutral-sized white paper base sheet using an automatic wire-wound bar applicator with a standard speed setting and a standard load on the bar. The coated paper is then dried for 5 minutes in a hot air flow. Afterwards the paper is allowed to condition and measured then for CIE Whiteness and brightness on a calibrated Elrepho spectrophotometer. Results are depicted in table 2a and 2b respectively and clearly shows the significant improvement in whiteness while avoiding the disadvantages characterized by the use of shading dyes (loss of brightness).

Table 2a

Conc. %	CIE Whiteness		
	Solution (S2) from preparative example 2	Solution (S2a) from preparative example 2a	Solution (S2b) from preparative example 2b
0.0	84.2	84.2	84.2
0.3	99.5	100.6	100.8
0.6	106.4	110.2	109.3
0.9	110.5	114.3	114.4
1.2	111.0	116.4	116.3
1.5	111.1	117.6	117.8

15

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Table 2b

Conc. %	Brightness			
	Solution (S2) from preparative example 2	Solution (S2a) from preparative example 2a	Solution (S2b) from preparative example 2b	Solution (S2c) from comparative example 2c
0.0	88.8	88.8	88.8	88.8
0.3	93.9	93.6	93.7	93.0
0.6	96.5	96.4	96.2	94.6
0.9	98.1	97.6	97.6	95.4
1.2	98.7	98.0	97.9	95.0
1.5	98.9	97.6	97.5	94.6

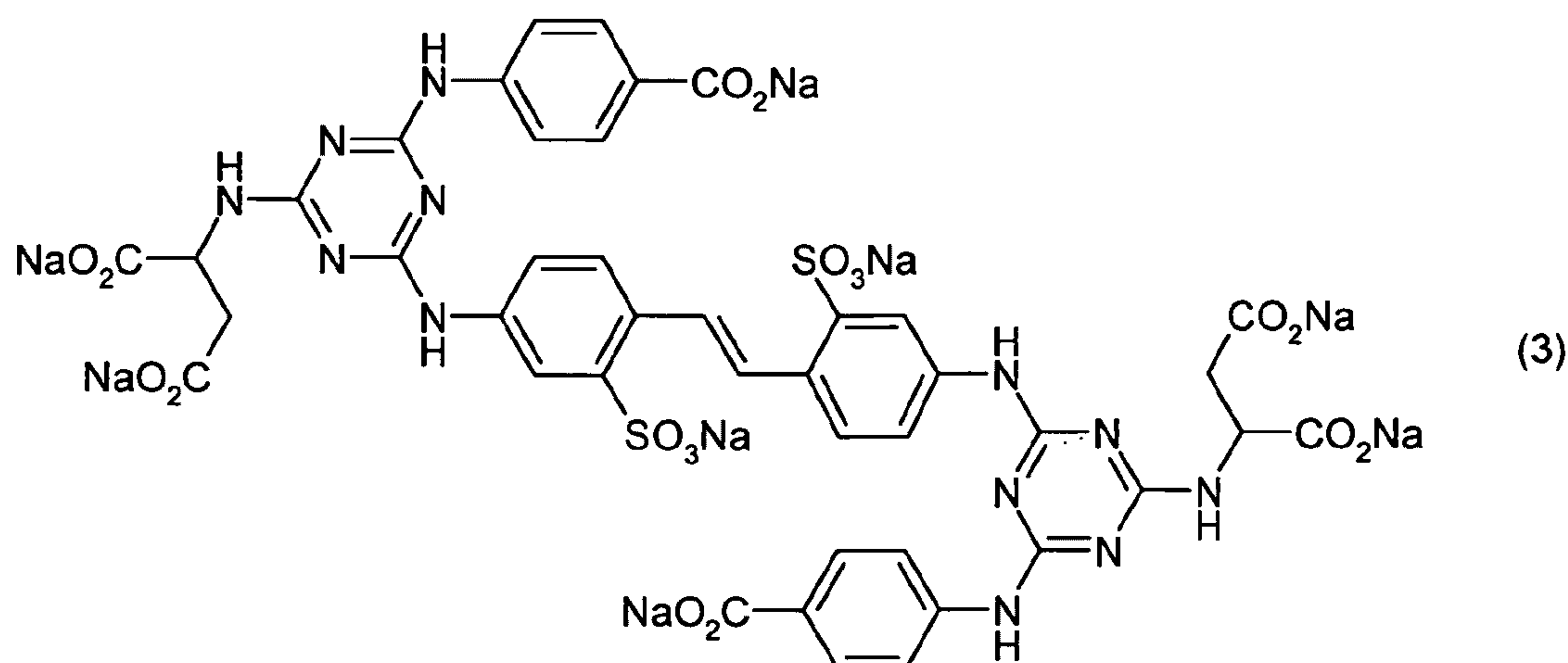
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Preparative Example 3

An aqueous solution (S3) is prepared by slowly adding 222.2 parts of water to 777.8 parts of a preformed aqueous mixture containing 0.157 mol per kg of compound of formula (3) (synthesized according to example 1 in WO 2011/033064-A2 with the sole differences that aspartic acid is used instead of diethanolamine and the final solution is concentrated to 0.157 mol per kg of compound of formula (3)) at room temperature with efficient stirring. The obtained mixture is stirred for 1 hour at room temperature to afford 1000 parts of an aqueous solution (S3) containing 0.122 mol per kg of compound of formula (3). The resulting aqueous solution (S3) has a pH in the range of from 8.0 to 9.0.

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Preparative Example 3a

An aqueous solution (S3a) is prepared by slowly adding 2 parts of compound of formula (a) and 220.2 parts of water to 777.8 parts of a preformed aqueous mixture containing 0.157 mol per kg of compound of formula (3) (synthesized according to example 1 in WO 2011/033064-A2 with the sole differences that aspartic acid is used instead of diethanolamine and the final solution is concentrated to 0.157 mol per kg of compound of formula (3)) at room temperature with efficient stirring. The obtained mixture is stirred for 1 hour at room temperature to afford 1000 parts of an aqueous solution (S3a) containing compound of formula (a) at a concentration of 0.2 weight %, the weight % being based on the total weight of the final aqueous solution (S3a) and 0.122 mol per kg of compound of formula (3). The resulting aqueous solution (S3a) has a pH in the range of from 8.0 to 9.0.

Preparative Example 3b

An aqueous solution (S3b) is prepared by slowly adding 2 parts of compound of formula (b) and 220.2 parts of water to 777.8 parts of a preformed aqueous mixture containing 0.157 mol per kg of compound of formula (3) (synthesized according to example 1 in WO 2011/033064-A2 with the sole differences that aspartic acid is used instead of diethanolamine and the final solution is concentrated to 0.157 mol per kg of compound of formula (3)) at room temperature with efficient stirring. The obtained mixture is stirred for 1 hour at room

temperature to afford 1000 parts of an aqueous solution (S3b) containing compound of formula (b) at a concentration of 0.2 weight %, the weight % being based on the total weight of the final aqueous solution (S3b) and 0.122 mol per kg of compound of formula (3). The resulting aqueous solution (S3b) has a pH in the
5 range of from 8.0 to 9.0.

Comparative Example 3c

An aqueous solution (S3c) is prepared by slowly adding 18.2 parts of a preformed aqueous solution containing 11 weight % of C.I. Direct Violet 35, the weight %
10 being based on the total weight of the aqueous C.I. Direct Violet 35 preformed solution and 204.0 parts of water to 777.8 parts of a preformed aqueous mixture containing 0.157 mol per kg of compound of formula (3) (synthesized according to example 1 in WO 2011/033064-A2 with the sole differences that aspartic acid is used instead of diethanolamine and the final solution is concentrated to 0.157 mol
15 per kg of compound of formula (3)) at room temperature with efficient stirring. The obtained mixture is stirred for 1 hour at room temperature to afford 1000 parts of an aqueous solution (S3c) containing C.I. Direct Violet 35 at a concentration of 0.2 weight %, the weight % being based on the total weight of the final aqueous solution (S3c) and 0.122 mol per kg of compound of formula (3). The resulting
20 aqueous solution (S3c) has a pH in the range of from 8.0 to 9.0.

Application Example 3

A coating composition is prepared containing 70 parts chalk (commercially available under the trade name Hydrocarb 90 from OMYA), 30 parts clay
25 (commercially available under the trade name Kaolin SPS from IMERYS), 42.8 parts water, 0.6 parts dispersing agent (a sodium salt of a polyacrylic acid commercially available under the trade name Polysalz S from BASF), 20 parts of 50 % latex (a styrene butadiene copolymer commercially available under the trade name DL 921 from Dow) and 0.8 parts of a polyvinyl alcohol having a degree of
30 hydrolysis of 98 - 99 % and Brookfield viscosity of 4.0 - 5.0 mPa.s (4 % aqueous solution at 20 °C). The solids content of the coating composition is adjusted to approx. 65 % by the addition of water, and the pH is adjusted to 8 - 9 with sodium hydroxide.

Aqueous solutions (S3), (S3a), (S3b) and (S3c) prepared according to preparative example 3, 3a and 3b and comparative example 3c respectively are added to the stirred coating composition at a range of concentrations of from 0 to 2 weight % (from 0 to 0.4 % by weight of compound of formula (3) based on dry solid), the
5 % by weight being based on the total weight of the dry pigment.

The coating composition is then applied to a commercial 75 gsm neutral-sized white paper base sheet using an automatic wire-wound bar applicator with a standard speed setting and a standard load on the bar. The coated paper is then dried for 5 minutes in a hot air flow. Afterwards the paper is allowed to condition
10 and measured then for CIE Whiteness and brightness on a calibrated Elrepho spectrophotometer. Results are depicted in table 3a and 3b respectively and clearly shows the significant improvement in whiteness while avoiding the disadvantages characterized by the use of shading dyes (loss of brightness).

15 Table 3a

Conc. %	CIE Whiteness		
	Solution (S3) from preparative example 3	Solution (S3a) from preparative example 3a	Solution (S3b) from preparative example 3b
0.0	84.3	84.3	84.3
0.3	95.9	96.4	96.9
0.6	102.3	103.4	105.3
0.9	106.5	107.8	110.2
1.2	109.5	111.4	114.7
1.5	110.7	113.1	117.4

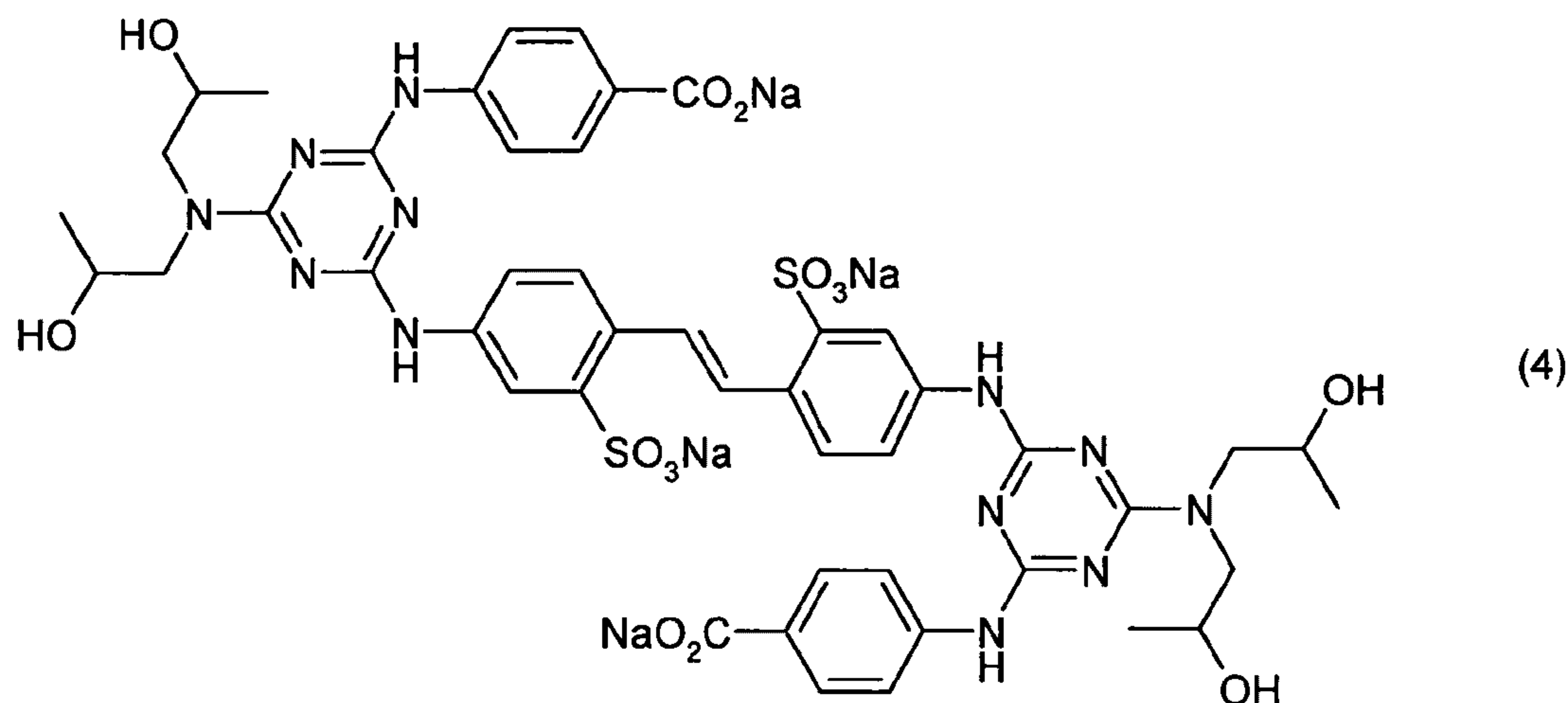
Table 3b

Conc. %	Brightness			
	Solution (S3) from preparative example 3	Solution (S3a) from preparative example 3a	Solution (S3b) from preparative example 3b	Solution (S3c) from comparative example 3c
0.0	89.2	89.2	89.2	89.2
0.3	92.8	92.5	92.5	92.1
0.6	95.0	94.6	94.7	93.7
0.9	96.5	95.9	96.1	94.2
1.2	97.7	96.8	96.9	94.3
1.5	98.3	97.2	97.4	94.5

5 Preparative Example 4

An aqueous solution (S4) is prepared by slowly adding 222.2 parts of water to 777.8 parts of a preformed aqueous mixture containing 0.157 mol per kg of compound of formula (4) (synthesized according to example 1 in

10 WO 2011/033064-A2 with the sole differences that diisopropanolamine is used instead of diethanolamine and the final solution is concentrated to 0.157 mol per kg of compound of formula (4)) at room temperature with efficient stirring. The obtained mixture is stirred for 1 hour at room temperature to afford 1000 parts of an aqueous solution (S4) containing 0.122 mol per kg of compound of formula (4). The resulting aqueous solution (S4) has a pH in the range of from 8.0 to 9.0.



Preparative Example 4a

An aqueous solution (S4a) is prepared by slowly adding 2 parts of compound of formula (a) and 220.2 parts of water to 777.8 parts of a preformed aqueous mixture containing 0.157 mol per kg of compound of formula (4) (synthesized according to example 1 in WO 2011/033064-A2 with the sole differences that diisopropanolamine is used instead of diethanolamine and the final solution is concentrated to 0.157 mol per kg of compound of formula (4)) at room temperature with efficient stirring. The obtained mixture is stirred for 1 hour at room temperature to afford 1000 parts of an aqueous solution (S4a) containing compound of formula (a) at a concentration of 0.2 weight %, the weight % being based on the total weight of the final aqueous solution (S4a) and 0.122 mol per kg of compound of formula (4). The resulting aqueous solution (S4a) has a pH in the range of from 8.0 to 9.0.

Preparative Example 4b

An aqueous solution (S4b) is prepared by slowly adding 2 parts of compound of formula (b) and 220.2 parts of water to 777.8 parts of a preformed aqueous mixture containing 0.157 mol per kg of compound of formula (4) (synthesized according to example 1 in WO 2011/033064-A2 with the sole differences that diisopropanolamine is used instead of diethanolamine and the final solution is concentrated to 0.157 mol per kg of compound of formula (4)) at room temperature with efficient stirring. The obtained mixture is stirred for 1 hour at room

temperature to afford 1000 parts of an aqueous solution (S4b) containing compound of formula (b) at a concentration of 0.2 weight %, the weight % being based on the total weight of the final aqueous solution (S4b) and 0.122 mol per kg of compound of formula (4). The resulting aqueous solution (S4b) has a pH in the
5 range of from 8.0 to 9.0.

Comparative Example 4c

An aqueous solution (S4c) is prepared by slowly adding 18.2 parts of a preformed aqueous solution containing 11 weight % of C.I. Direct Violet 35, the weight %
10 being based on the total weight of the aqueous C.I. Direct Violet 35 preformed solution and 204.0 parts of water to 777.8 parts of a preformed aqueous mixture containing 0.157 mol per kg of compound of formula (4) (synthesized according to example 1 in WO 2011/033064-A2 with the sole differences that diisopropanolamine is used instead of diethanolamine and the final solution is
15 concentrated to 0.157 mol per kg of compound of formula (4)) at room temperature with efficient stirring. The obtained mixture is stirred for 1 hour at room temperature to afford 1000 parts of an aqueous solution (S4c) containing C.I. Direct Violet 35 at a concentration of 0.2 weight %, the weight % being based on the total weight of the final aqueous solution (S4c) and 0.122 mol per kg of
20 compound of formula (4). The resulting aqueous solution (S4c) has a pH in the range of from 8.0 to 9.0.

Application Example 4

A coating composition is prepared containing 70 parts chalk (commercially
25 available under the trade name Hydrocarb 90 from OMYA), 30 parts clay (commercially available under the trade name Kaolin SPS from IMERYS), 42.8 parts water, 0.6 parts dispersing agent (a sodium salt of a polyacrylic acid commercially available under the trade name Polysalz S from BASF), 20 parts of
30 50 % latex (a styrene butadiene copolymer commercially available under the trade name DL 921 from Dow) and 0.8 parts of a polyvinyl alcohol having a degree of hydrolysis of 98 - 99 % and Brookfield viscosity of 4.0 - 5.0 mPa.s (4 % aqueous solution at 20 °C). The solids content of the coating composition is adjusted to

approx. 65 % by the addition of water, and the pH is adjusted to 8 - 9 with sodium hydroxide.

Aqueous solutions (S4), (S4a), (S4b) and (S4c) prepared according to preparative example 4, 4a and 4b and comparative example 4c respectively are added to the stirred coating composition at a range of concentrations of from 0 to 2 weight % (from 0 to 0.4 % by weight of compound of formula (4) based on dry solid), the % by weight being based on the total weight of the dry pigment.

The coating composition is then applied to a commercial 75 gsm neutral-sized white paper base sheet using an automatic wire-wound bar applicator with a standard speed setting and a standard load on the bar. The coated paper is then dried for 5 minutes in a hot air flow. Afterwards the paper is allowed to condition and measured then for CIE Whiteness and brightness on a calibrated Elrepho spectrophotometer. Results are depicted in table 4a and 4b respectively and clearly shows the significant improvement in whiteness while avoiding the disadvantages characterized by the use of shading dyes (loss of brightness).

Table 4a

Conc. %	CIE Whiteness		
	Solution (S4) from preparative example 4	Solution (S4a) from preparative example 4a	Solution (S4b) from preparative example 4b
0.0	84.3	84.3	84.3
0.3	96.7	98.2	98.0
0.6	103.1	105.5	105.9
0.9	107.6	110.5	110.2
1.2	110.0	115.1	115.1
1.5	111.1	118.6	117.1

Table 4b

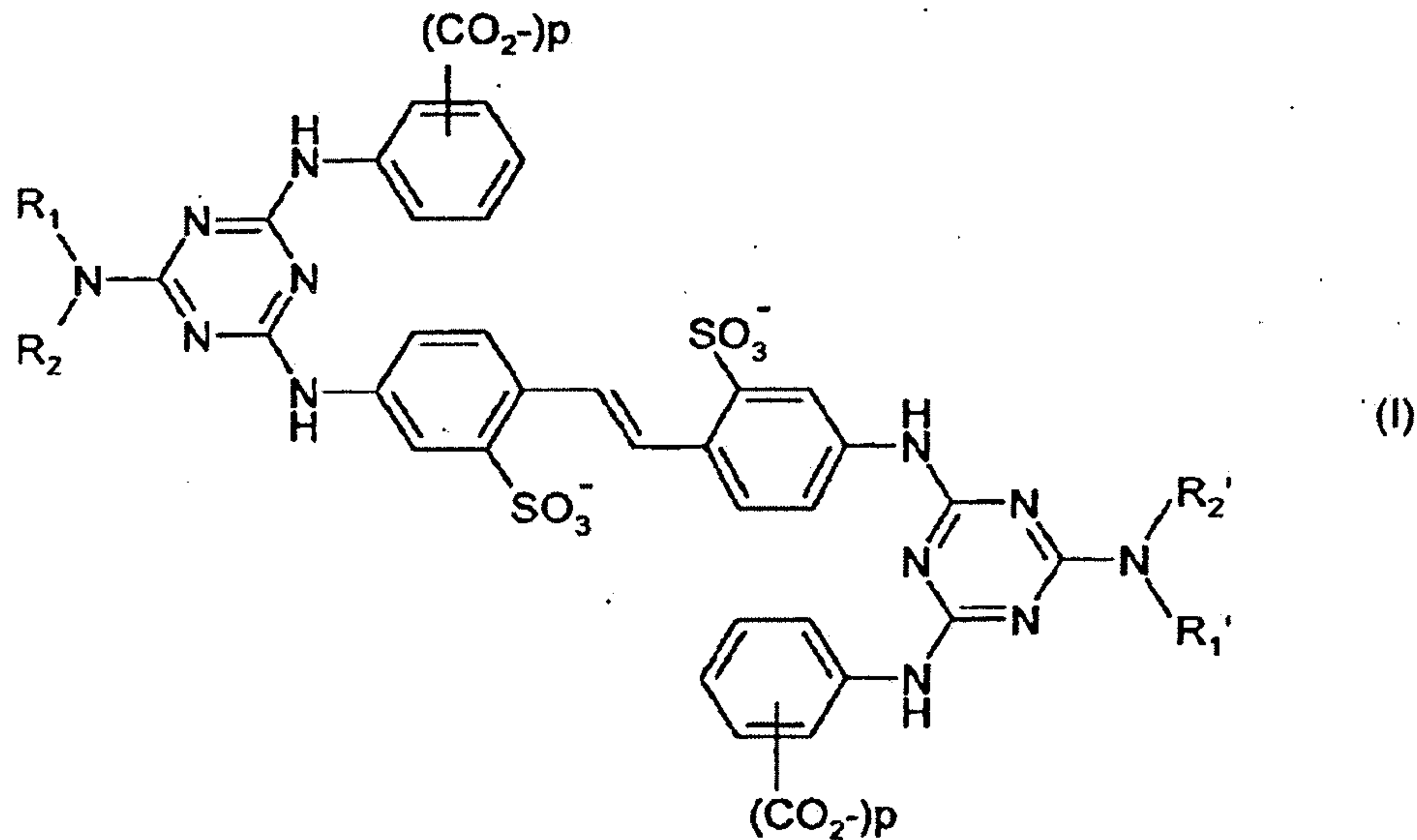
Conc. %	Brightness			
	Solution (S4) from preparative example 4	Solution (S4a) from preparative example 4a	Solution (S4b) from preparative example 4b	Solution (S4c) from comparative example 4c
0.0	89.2	89.2	89.2	89.2
0.3	93.0	92.9	92.8	92.2
0.6	95.2	94.9	94.9	93.3
0.9	96.8	96.0	96.0	93.1
1.2	97.7	97.0	97.1	93.1
1.5	98.3	97.3	97.3	92.5

Claims:

1. Aqueous coating compositions for optical brightening and shading of substrates, comprising

5

(a) at least one optical brightener of formula (I)



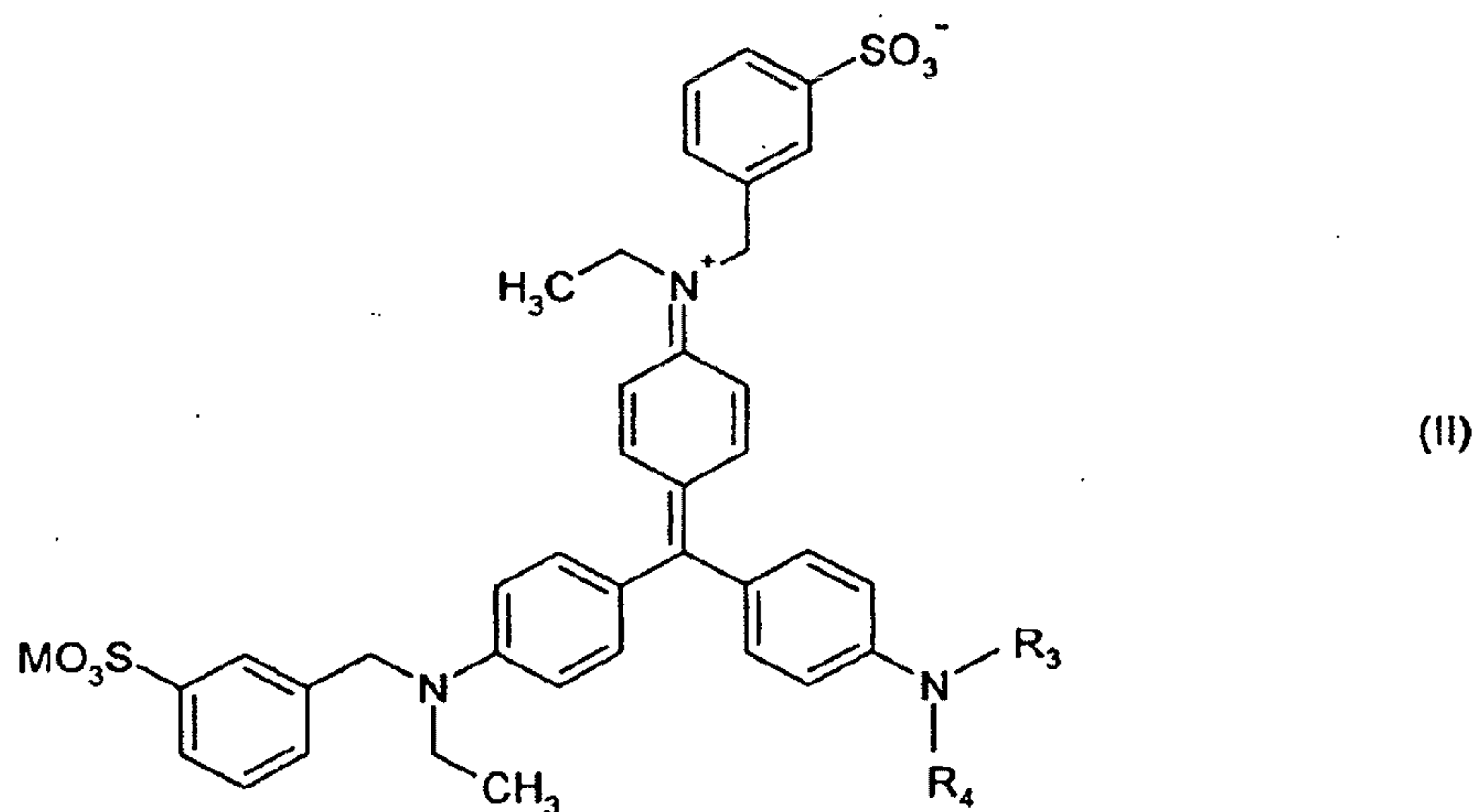
in which

10 the anionic charge on the brightener is balanced by a cationic charge composed of one or more identical or different cations selected from the group consisting of hydrogen, an alkali metal cation, alkaline earth metal, ammonium, ammonium which is mono-, di-, tri- or tetrasubstituted by a C₁-C₄ linear or branched alkyl radical, ammonium which is mono-, di-, tri- or tetrasubstituted by a C₁-C₄ linear or
 15 branched hydroxyalkyl radical, ammonium which is, di-, tri- or tetrasubstituted by a mixture of C₁-C₄ linear or branched alkyl radical and linear or branched hydroxyalkyl radical and mixtures of said compounds,

R₁ and R₁' may be the same or different, and each is hydrogen, C₁-C₄ linear or branched alkyl, C₂-C₄ linear or branched hydroxyalkyl, CH₂CO₂⁻,
 20 CH₂CH₂CONH₂ or CH₂CH₂CN,

- R_2 and R_2' may be the same or different, and each is C_1 - C_4 linear or branched alkyl, C_2 - C_4 linear or branched hydroxyalkyl, $CH_2CO_2^-$, $CH(CO_2^-)CH_2CO_2^-$, $CH(CO_2^-)CH_2CH_2CO_2^-$, $CH_2CH_2SO_3^-$, $CH_2CH_2CO_2^-$, $CH_2CH(CH_3)CO_2^-$, benzyl, or
- 5 R_1 and R_2 and/or R_1' and R_2' , together with the neighboring nitrogen atom signify a morpholine ring and
- p is 1 or 2,

(b) at least one shading dye of formula (II)



10

in which

- R_3 signifies H, methyl or ethyl,
- R_4 signifies paramethoxyphenyl, methyl or ethyl,
- 15 M signifies a cation selected from the group consisting of hydrogen, an alkali metal cation, alkaline earth metal, ammonium, ammonium which is mono-, di-, tri- or tetrasubstituted by a C_1 - C_4 linear or branched alkyl radical, ammonium which is mono-, di-, tri- or tetrasubstituted by a C_1 - C_4 linear or branched hydroxyalkyl radical, ammonium which is, di-, tri- or
- 20 tetrasubstituted by a mixture of C_1 - C_4 linear or branched alkyl radical and linear or branched hydroxyalkyl radical and mixtures of said compounds,

- (c) at least one white pigment,
- (d) at least one primary binder,
- (e) optionally one or more secondary binders, and
- (f) water.

5

2. Aqueous coating compositions according to claim 1, wherein in compounds of formula (I) for which p is 1, the CO_2^- group is in the 2 or 4-position of the phenyl ring.

3. Aqueous coating compositions according to claim 1, wherein in compounds of formula (I) the anionic charge on the brightener is balanced by a cationic charge composed of one or more identical or different cations selected from the group consisting of hydrogen, an alkali metal cation, alkaline earth metal, ammonium which is mono-, di-, tri- or tetrasubstituted by a C_1 - C_4 linear or branched hydroxyalkyl radical, ammonium which is, di-, tri- or tetrasubstituted by a mixture of C_1 - C_4 linear or branched alkyl radical and linear or branched hydroxyalkyl radical and mixtures of said compounds,

R_1 and R_1' may be the same or different, and each is hydrogen, C_1 - C_4 linear or branched alkyl, C_2 - C_4 linear or branched hydroxyalkyl, CH_2CO_2^- , $\text{CH}_2\text{CH}_2\text{CONH}_2$ or $\text{CH}_2\text{CH}_2\text{CN}$,

20 R_2 and R_2' may be the same or different, and each is C_1 - C_4 linear or branched alkyl, C_2 - C_4 linear or branched hydroxyalkyl, CH_2CO_2^- , $\text{CH}(\text{CO}_2^-)\text{CH}_2\text{CO}_2^-$ or $\text{CH}_2\text{CH}_2\text{SO}_3^-$, and

p is 1 or 2.

25 4. Aqueous coating compositions according to claim 1, wherein in compounds of formula (I) the anionic charge on the brightener is balanced by a cationic charge composed of one or more identical or different cations selected from the group consisting of Li^+ , Na^+ , K^+ , Ca^{2+} , Mg^{2+} , ammonium which is mono-, di-, tri- or tetrasubstituted by a C_1 - C_4 linear or branched hydroxyalkyl radical, ammonium which

is, di-, tri- or tetrasubstituted by a mixture of C₁-C₄ linear or branched alkyl radical and linear or branched hydroxyalkyl radical and mixtures of said compounds,

R₁ and R₁' may be the same or different, and each is hydrogen, methyl, ethyl, propyl, α-methylpropyl, β-methylpropyl, β-hydroxyethyl, β-hydroxypropyl, CH₂CO₂⁻, CH₂CH₂CONH₂ or CH₂CH₂CN,

R₂ and R₂' may be the same or different, and each is methyl, ethyl, propyl, α-methylpropyl, β-methylpropyl, β-hydroxyethyl, β-hydroxypropyl, CH₂CO₂⁻, CH(CO₂⁻)CH₂CO₂⁻ or CH₂CH₂SO₃⁻, and

p is 1 or 2.

10

5. Aqueous coating compositions according to claim 1, wherein in compounds of formula (I) the anionic charge on the brightener is balanced by a cationic charge composed of one or more identical or different cations selected from the group consisting of Na⁺, K⁺, triethanolammonium, N-hydroxyethyl-N,N-dimethylammonium, N-hydroxyethyl-N,N-diethylammonium and mixtures of said compounds,

15

R₁ and R₁' may be the same or different, and each is hydrogen, methyl, ethyl, propyl, β-hydroxyethyl, β-hydroxypropyl, CH₂CO₂⁻, CH₂CH₂CONH₂ or CH₂CH₂CN,

R₂ and R₂' may be the same or different, and each is ethyl, propyl, β-hydroxyethyl, β-hydroxypropyl, CH₂CO₂⁻, CH(CO₂⁻)CH₂CO₂⁻ or CH₂CH₂SO₃⁻, and

20

p is 1.

6. Aqueous coating compositions according to any one of claims 1 to 5, wherein the compound of formula (I) is used in an amount of from 0.01 to 5% by weight, % by weight being based on the total weight of dry white pigment.

25

7. Aqueous coating compositions according to any one of claims 1 to 6, wherein in compounds of formula (II)

- R₃ signifies H, methyl or ethyl,
 R₄ signifies paramethoxyphenyl, methyl or ethyl,
 M signifies a cation selected from the group consisting of hydrogen, an alkali metal cation, alkaline earth metal, ammonium which is mono-, di-, tri- or tetrasubstituted by a C₁-C₄ linear or branched hydroxyalkyl radical, ammonium which is, di-, tri- or tetrasubstituted by a mixture of C₁-C₄ linear or branched alkyl radical and linear or branched hydroxyalkyl radical and mixtures of said compounds.
- 5
- 10 8. Aqueous coating compositions according to any one of claims 1 to 7, wherein in compounds of formula (II)
- R₃ signifies methyl or ethyl,
 R₄ signifies methyl or ethyl,
 M signifies a cation selected from the group consisting of Li⁺, Na⁺, K⁺, ½ Ca²⁺, ½ Mg²⁺, ammonium which is mono-, di-, tri- or tetrasubstituted by a C₁-C₄ linear or branched hydroxyalkyl radical, ammonium which is, di-, tri- or tetrasubstituted by a mixture of C₁-C₄ linear or branched alkyl radical and linear or branched hydroxyalkyl radical and mixtures of said compounds.
- 15
- 20 9. Aqueous coating compositions according to any one of claims 1 to 8, wherein in compounds of formula (II)
- R₃ signifies methyl or ethyl,
 R₄ signifies methyl or ethyl,
 M signifies a cation selected from the group consisting of Na⁺, K⁺, triethanolammonium, N-hydroxyethyl-N,N-dimethylammonium, N-hydroxyethyl-N,N-diethylammonium and mixtures of said compounds.
- 25
10. Aqueous coating compositions according to any one of claims 1 to 9, wherein the compound of formula (II) is used in an amount from 0.00001

to 0.05 % by weight, the % by weight being based on the total weight of dry white pigment.

11. Aqueous coating compositions according to any one of claims 1 to 10,
5 wherein the coating compositions comprises from 10 to 70 % by weight of white pigments, the % by weight being based on the total weight of the coating composition.

12. Aqueous coating compositions according to claim 11, wherein the white
10 pigments are inorganic pigments.

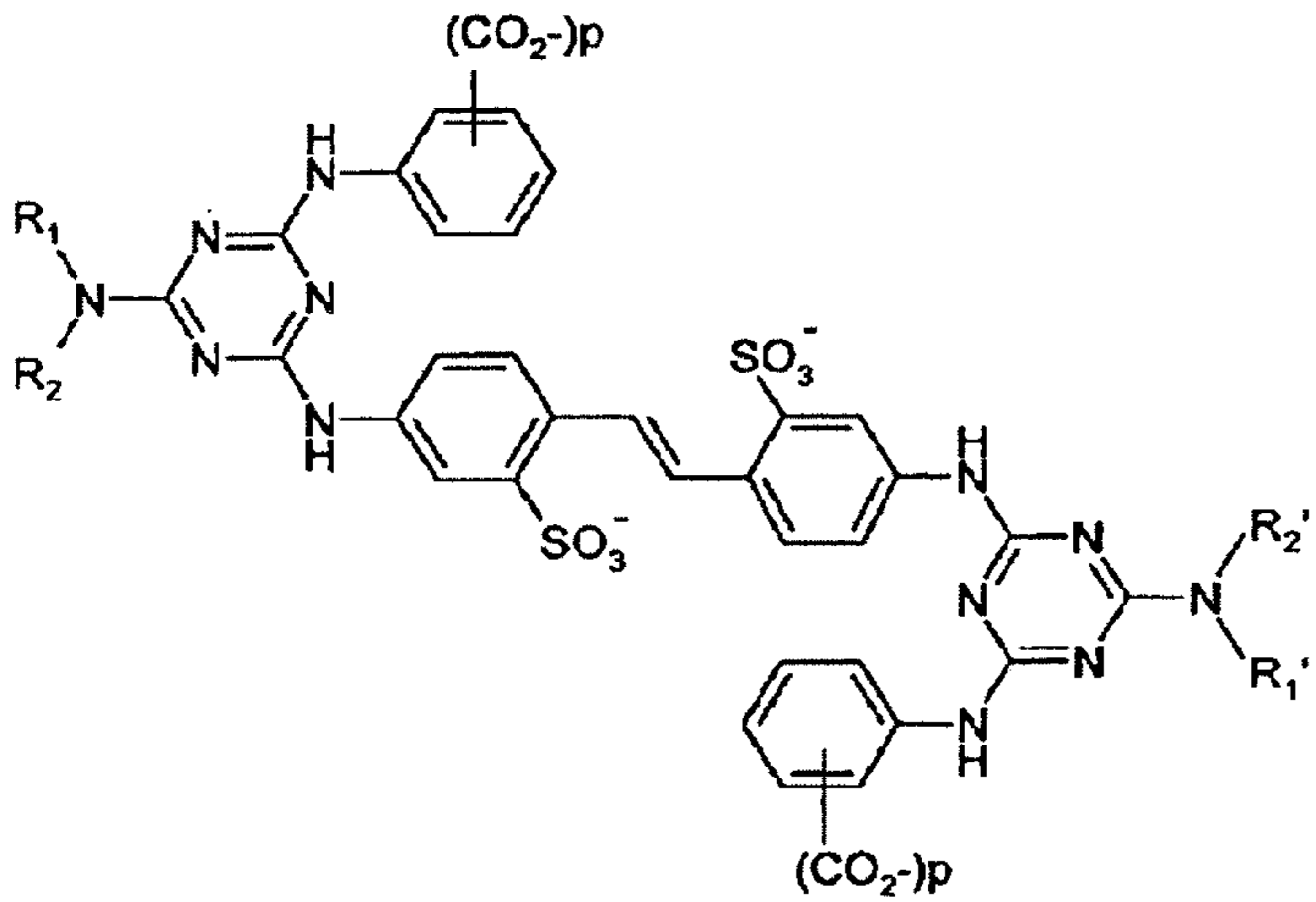
13. Aqueous coating compositions according to any one of claims 1 to 12,
wherein the compositions comprise a single binder or a mixture of primary and
secondary binders.

14. Aqueous coating compositions according to claim 13, wherein the single or
15 primary binder is used in an amount in the range of from 2 to 25 % by weight, the % by weight being based on the total weight of white pigment.

15. Aqueous coating compositions according to claim 13 or 14, wherein polyvinyl
20 alcohol is used as secondary binder, which has a degree of hydrolysis greater than or equal to 60 % and a Brookfield viscosity of from 2 to 80 mPa.s, when tested as a 4 % aqueous solution at 20 °C.

16. Aqueous coating compositions according to any one of claims 13 to 15,
25 wherein the secondary binder is used in an amount in the range of from 0.1 to 20 % by weight, the % by weight being based on the total weight of white pigment.

17. Aqueous coating compositions according to any one of claims 1 to 16, wherein the pH value of the coating composition is in the range of from 5 to 13.
18. Use of an aqueous coating composition according to any one of claims 1 to 17
5 for optical brightening and tinting of paper substrates.
19. Use of an aqueous coating composition according to claim 18, wherein it is used as a preformed aqueous solution, and the concentration of compound of formula (I) in water is from 1 to 80 % by weight, the % by weight being based on the
10 total weight of the preformed aqueous solution containing the compound of formula (I).
20. Use of an aqueous coating composition according to claim 18 or 19, wherein in the preformed aqueous solution, the concentration of compound of formula (II) in
15 water is from 0.001 to 30 % by weight, the % by weight being based on the total weight of the preformed aqueous solution containing the compound of formula (II).
21. Use of an aqueous coating composition according to any one of claims 18 to 20, wherein in the preformed aqueous solution, the concentration of secondary
20 binders in water is from 1 to 50 % by weight, the % by weight being based on the total weight of the preformed aqueous solution containing the secondary binders.



(I)