



CCI Doubles Down on Its Clean-22 Product Line

Last year, CCI—the king of rimfire—launched Clean-22 in three 22 LR configurations. This year, the company expands that 22 LR product line and adds an option in 22 WMR.

CCI has been in business for more than 75 years, and currently has close to 100 cataloged items. To stay on top of its game, the company utilizes a state-of-the-art production facility and a dedicated, highly experienced workforce, to create a huge variety of innovative product options that have created unparalleled brand loyalty from millions of shooters and hunters.

A prime example of innovation is one of the company's latest and greatest product lines: Clean-22. This ammunition uses an exclusive polymer bullet coating to greatly reduce copper and lead fouling in the barrel—without leaving a residue. It also cuts lead buildup in suppressors by up to 60 percent depending on outside variables. Bullets in this product line are manufactured using bullet-shape geometry that's been ballistically optimized for accuracy and function. And with dependable CCI priming and consistent propellant, Clean-22 provides flawless cycling through all rimfire platforms including semi-automatics.

Polymer-Coated Product Options

In 2019, CCI launched three Clean-22 22 LR options: Sub-Sonic, High Velocity and High Velocity Pink. All loads feature a 40-grain round nose lead bullet colored in a way to signify their differences. Red represented High Velocity which boasted a muzzle velocity of 1,235 feet-per-second (fps). Blue for Sub-Sonic featuring a muzzle velocity of 1,070 fps. Both options were sold in 100-count, clear-sided, durable boxes that CCI is known for. Clean-22 Pink also delivers a muzzle velocity of 1,235 yet is colored in a way to communicate that it helps fight breast cancer. A portion of the proceeds from every box sold goes directly to the effort to find a cure. It comes in a 400-round bulk bottle that's perfect for long days at the range.

In 2020, CCI increased the total number of cataloged products in its Clean-22 lineup to five by introducing Suppressor 22 LR and Maxi-Mag Segmented Hollow Point (SHP) 22 Winchester Magnum Rimfire (WMR).

Clean-22 Suppressor 22 LR uses an advanced polymer bullet coating to reduce lead fouling inside a suppressor by up to 60 percent. The exclusive feature allows much easier suppressor cleaning and maintenance. These loads boast excellent accuracy while cycling reliably through any suppressed firearm. The load's brass case gives the cartridge a tactical look when paired with the black polymer bullet. The 45-grain bullet has a muzzle velocity of 1,000 feet per second (fps) and is available in 200-count cartons. This convenient, carton-style "pour pack" makes it easy to handle all the ammo needed for a big day at the range. When range day is done, the containers close securely to hold the remaining rounds until your next shoot.

New Clean-22 Maxi-Mag SHP is the industry's only segmenting hollow-point bullet in 22 WMR. The load's 46-grain Segmented Hollow Point splits into three equal-size pieces on impact, tripling the number of wound channels. The polymer bullet coating allows this separation at much lower velocities and longer distances than a conventional copper jacket. This load features an olive drab green bullet with as a muzzle velocity of 1,850 fps and is available in 50-count boxes.

Product Manager's Insights

Here are a few excerpts taken from an interview with CCI Product Line Manager Dan Compton to provide more insight on this exciting new line of purpose-built ammunition.

How Prevalent is Clean-22 within the CCI lineup today?

Adding in the new products for 2020, we now have a total of five products in our catalog. However, we have also done several limited, special runs. These were not listed in the catalog but were made available at some of our largest dealers. In 2019, we offered a Christmas pack with green and red bullets loaded in the cartridges, and an American Independence Day pack with red, white and blue colors.

In 2020, we will introduce a new limited, special run called Clean-22 Steel Challenge. As the name implies, it is Official ammunition of the United States Practical Shooting Association (USPSA) Steel Challenge. This ammunition shows CCI's support of the USPSA and its mission of promoting more participation in steel shooting competition. The high-velocity load also features a red, 40-grain round nose lead bullet leaving the muzzle at 1,235 fps in a 100-count box.

How much improvement/advantage does the polymer coating provide?

This ammunition features a lead bullet that is completely encapsulated in a protective polymer coating. The polymer coating on these bullets replaces the wax that is traditionally applied to 22 LR ammunition. The goal of the wax is to protect the barrel of the gun from the buildup of lead or copper created as bullets pass through it. The wax does a decent job of protecting the barrel, but metal and wax deposits eventually build up and the gun needs to be cleaned.

22 LR ammunition is usually waxed after the round is loaded. That means that the heel of the bullet inside the case does not get the protective wax coating. However, the Clean-22 polymer coating is put on before the bullet is loaded. Because it is totally encapsulating the bullet, it does a better job protecting the barrel because the whole bullet is encapsulated in polymer coating, even the heel.

What do you consider as being Clean-22's major benefit?

Clean-22 prevents the wax build up from ever occurring resulting in less maintenance for your firearm, so the reduction in residue left in the firearm and suppressor is the major benefit. Removing the traditional wax and totally encapsulating the lead in polymer coating reduces the residue left in your firearms barrels and actions. The reduction in residue can extend the time between barrel cleanings. The polymer coating is much harder than most traditional wax coatings, so you will get less residue build up on your feed ramp too when compared to waxed bullets. The wax buildup also applies to gun magazines as well which often require periodic cleaning.

I also like that you can put a handful of these rounds in your pocket and not have wax and black lead residue on your hands as you load magazines at the range or in the field.

Why was the Clean-22 developed, and does it differ ballistically from other products?

To listen to our customers and satisfy their requests, we set out to build cleaner rimfire rounds. Clean-22 was developed to build 22 LR ammunition without the traditional wax. The polymer coating was specially developed to handle the friction and heat associated the velocities of rimfire ammunition. Because of this polymer coating, it's the cleanest shooting lead 22 LR ammunition we offer.

During development, we also ensured ballistic performance to be identical to several of our other products that have the same velocities and bullet weights.

How are 22 LR grain weights chosen and why?

40 grains are a common bullet weight for CCI products because it is ideal for the velocity and twist rates of 22 LR barrels. We maintained this weight in the Clean-22 products so that shooters

can go back and forth between CCI products of similar bullet weights and velocities with minimal shifts in point of impact.

The 45-grain bullet weight, lower velocity and the burn rate of the powder utilized in the Suppressor load are all optimized to maintain semi-automatic function when using suppressor while also producing the lowest sound decibel level possible.

Do the colors mean anything?

The colors are an added benefit to the polymer coating. We want the colors to help the end user quickly identify what they are looking for when browsing our ammunition offerings or packing ammunition in a range bag or hunting pack.

Although we are following a loose system for color selection, the purposes are typically as follows: red for high velocity, blue for subsonic, black for semi-auto suppressor and green for hunting.

We are having fun with it, especially with the limited, special runs we did for Christmas (green and red), and the 4th of July (red, white and blue) holidays. Those colors are just for the decoration and theme.

Personally, I like the Olive Drab Green on the 22 mag SHP which gives it a hunting look, and I can't wait to hear stories and see photos from our happy customers who use this new magnum rimfire round on prairie dog towns, in the squirrel woods and for their fur trapping efforts.

Clean-22 Conclusions

CCI's Clean-22 helps keep firearms and suppressors cleaner thanks to the bullet's protective polymer coating. The product is rich with other features and benefits too.

With the expanded product line, now both casual and competitive shooters have more options to choose from. The 22 WMR option for hunters and trappers is also sure to make those customers happy.

The colors selected for the various options help signify its purpose. A few options help support great causes such as fighting breast cancer and supporting USPSA competitive shooting.

Creative and convenient packaging options such as easy-to-access bottles and cartons are in the mix.

Comments are coming in telling how customers are loving Clean-22. This means CCI's list of Clean-22 products is unlikely to be finished soon. Look for additional options to be added to the brand's catalog in the future.

The variety found throughout CCI's deep product line is due to two factors: the manufacturer's unrelenting quest to create new, useful products for shooters and hunters and the willingness to listen to the wants and needs of its customers. That's why the line includes a wide range of ammunition for plinkers, target and competition shooters, small game and varmint hunters, and more.

For more information on CCI Ammunition, visit www.cci-ammunition.com.

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